April 1984

presstime

The Journal of the American Newspaper Publishers Association

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Newspapers Fight Back For Markets

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CONVENTION PREVIEW

POLS

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FEBRUARY 26, 1984
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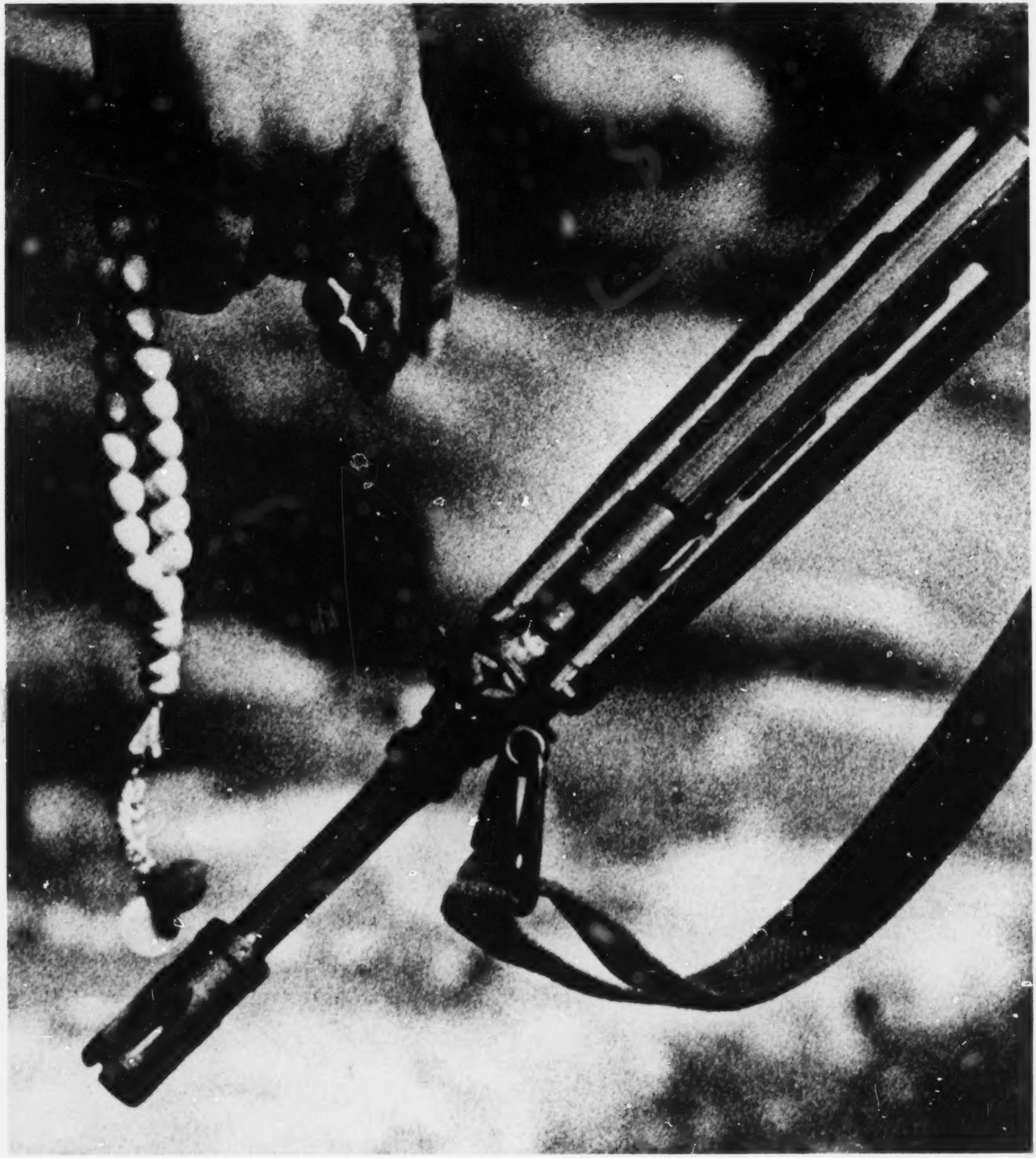

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Boston Globe reporter Curtis Wilkie and photographer Stan Grossfeld, whose work you see, spent 3½ weeks in Lebanon covering a very serious story.

A Declaration of Intent

For almost a century, The Dallas Morning News has published Dallas' premier newspaper. And we've changed, and evolved, and grown with the times, to reflect the times and the people who live them.

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In August of this year, the eyes of the nation, and of the world, will be on Dallas and The Dallas Morning News. One of the nation's great political parties will flex its muscles and begin an extraordinary election year struggle. The drama will unfold and act itself out until its November climax. And The Dallas Morning News will be there.

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In the babble of voices chanting and incanting the election litany, one voice will emerge. Clear and strong and true. The voice of The Dallas Morning News.

That is our intent. In 1984, and into the future. For almost a century, we have captured the finest of America for Dallas and the Southwest. Today, with pride, we present the finest of Dallas and the Southwest to America.

The Dallas Morning News

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Special Report *Today it is not enough to deliver a quality news and advertising product to subscribers. Newspapers increasingly are supplying a second—and free—product to people who don't buy the paper. Much of the actitivity is being spurred by competition from direct mailers who can give an advertiser saturation coverage of a market, or just a slice of it. The effort is known as total market coverage, and it may be newspaperings' hottest topic. In addition to examining newspapers' TMC programs, the report includes sidebars on the issues that could be settled in an antitrust lawsuit against a daily's TMC program and on how Advo-System Inc. developed its marriage-mail service.* **22**

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CHAIRMAN'S CORNER

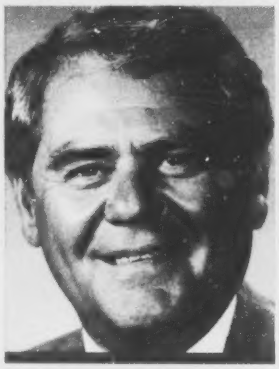
Rates should be adjusted so that third-class mail is charged its fair share

Over the past two years as chairman and president of ANPA, I have spoken with you each month in this column about the accomplishments of your Association and the challenges to our newspaper business. Certainly nothing deserves attention in this last column of mine more than the current, unfair, third-class postal rates.

For the past several years, ANPA has become increasingly concerned about the inequities of third-class rates as the U.S. Postal Service has favored that class at the expense of first-class mailers. Mass mailers have swarmed to the Postal Service in an effort to take advantage of one of Uncle Sam's best bargains, a bargain that allows those who use this government service to compete unfairly with other businesses.

As things now stand, if a mailing house wants to send 40 or more pages of advertising weighing anywhere from one to four ounces, it will pay less than eight cents using third-class mail. If a private citizen wants to mail a four-ounce letter, he or she must use first-class mail, and it will cost 71 cents.

The Postal Service explains this gross inequity by saying third-class mail gets poorer service and saves work for mail handlers. There is no way that it gets nine times poorer service or saves nine times the work of first-class mail!



William C. Marcil

Of equal concern is the unfair Postal Service practice of allowing third-class mailers to send some mail free. The so-called "detached address labels"—often containing separate advertising—accompany bulk mailings at no additional charge. Not only is this practice unfair and unwise, it also violates the Postal Reorganization Act.

ANPA has filed a complaint with the Postal Rate Commission and has testified in the current postal rate case that these current policies are discriminatory. We believe the inequity can be corrected by charging postage for the detached labels, because they are a separate piece of mail.

Finally, third-class postal rates should be linked more closely to the weight of the package, as are first- and second-class rates. It is reasonable to assume that if weight causes work—and is therefore more expensive—for other classes of mail, the same weight-work-cost guidelines should apply to third-class mail.

In the testimony ANPA presented last month to the Postal Rate Commisson, we asked firmly that changes be made to eliminate the imbalances in the current postal rate scheme. We want all users of the mails to have the best postal service possible, of course, and we think restoring fairness to third-class rates and regulations is an important and essential step in the right direction.

If we can—working hard together—help restore fairness to all postal rates, we will have performed a real service to all Americans who believe in a universal mail service.

Bill Marcil

William C. Marcil
Chairman and President

ANPA
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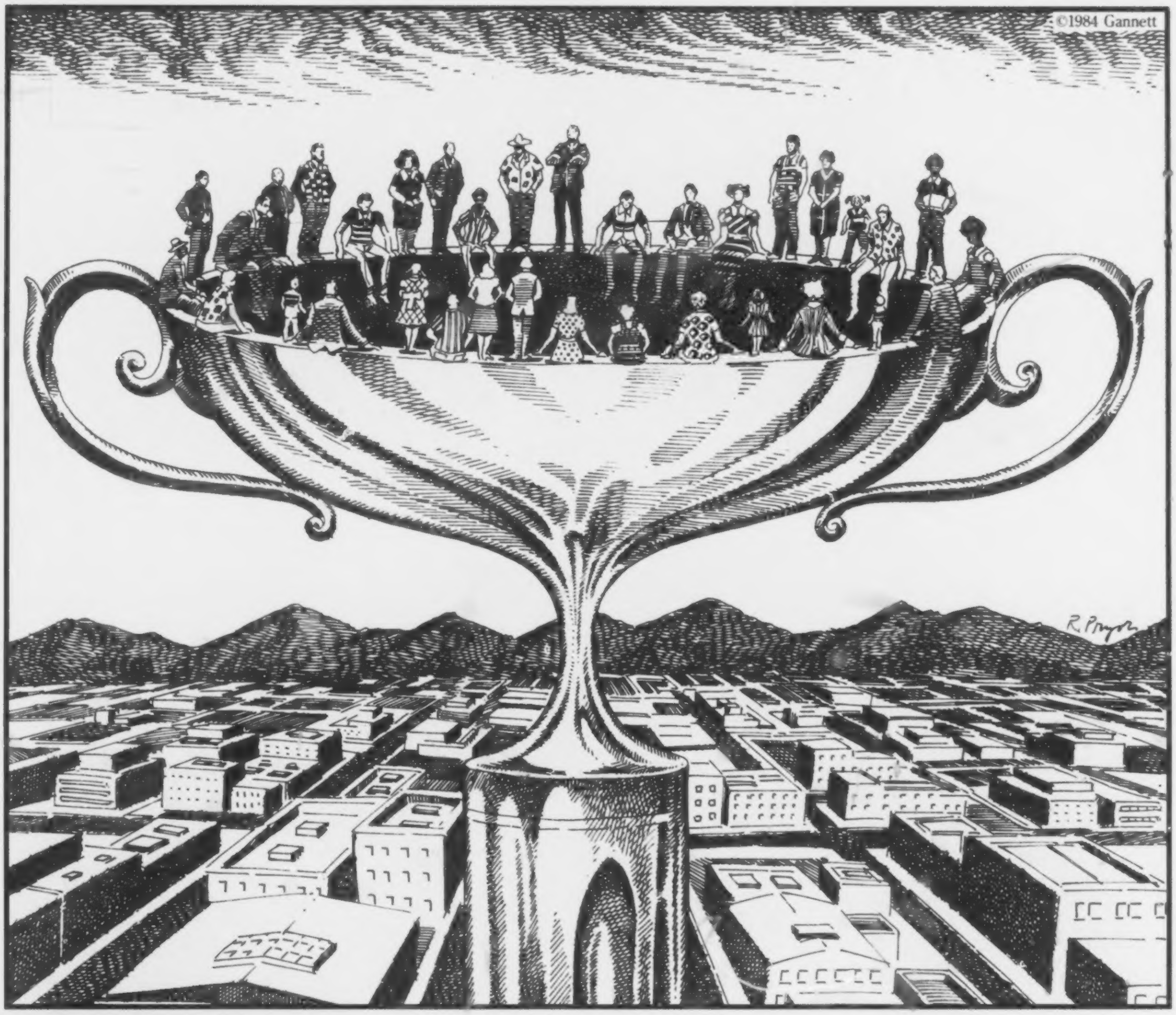

THE PRIZE IS COMMUNITY UNDERSTANDING

Public housing residents enrich a city's diversity . . . neighbors join to rebuild after a severe storm . . . a community unites to shepherd an ailing baby.

At Gannett newspapers, sensitive community reporting in 1983 helped bring their readers closer together.

The Rockford, Ill., Register-Star reported on the lives of public housing residents. For its performance throughout the year, the Register-Star won the Northern Illinois Newspaper Association's "best newspaper" award.

The Marin County, Calif., Independent Journal reinforced community efforts to recover from a severe storm that drove wealthy and needy alike from their homes. For overall performance, the California Newspaper Publishers Association named the Independent Journal the state's best newspaper for its size.

The Muskogee, Okla., Daily Phoenix shared the story of Wesley, a 3-month-old baby who survived open-heart surgery against all odds. For its consistent excellence, the Oklahoma Press Association named the Daily Phoenix the state's best.

The Sturgis, Mich., Journal, surveyed all aspects of life in the Michigan-Indiana border area it serves, leading to a better understanding of the communities' similarities and differences. For this and other initiatives, the Michigan Associated Press named the Sturgis Journal the state's best small daily.

Gannett journalists earned their share of national awards in 1983 – including a Pulitzer Prize for the Jackson, Miss., newspapers. But, for all the communities served by Gannett, from Boise to Binghamton, Camden to Cincinnati, Springfield to Shreveport, the best prize was a local newspaper in touch with its community, in tune with residents and readers.

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GOT YOUR CREDENTIALS?

POLITICS/ OLYMPICS

Back-to-back budget busters: 2 conventions and Games confront newspapers this summer

LOS ANGELES MEMORIAL COLISEUM

Coliseum awaits Olympic torch.

BY NEIL D. SWAN
presstime staff writer

There's never been anything like it in the history of American journalism. The logistics and costs are staggering—larger than ever before in planning news coverage for scheduled events.

With the 1984 Summer Olympic Games in Los Angeles July 28-Aug. 12 sandwiched between the Democratic National Convention in San Francisco July 16-19 and the Republican National Convention in Dallas Aug. 20-23, editors' heads are reeling from the prospect of handling three enormous news events back to back.

While applications are still being taken for press credentials for the conventions, credentials for the Olympics are virtually non-existent, allocated worldwide long ago to a horde of 8,000 descending reporters, TV crewmen and communications technicians. Only now are many smaller American papers learning they have been shut out of Olympic coverage.

Other smaller papers, upon learning of the monumental costs of both Olympic and convention coverage, are content to rely on wire service coverage for all three events, because "the AP, UPI and our supplemental wires will provide us with more relevant copy than we can use anyway," says Editor Richard Wesnick, of the 62,119-circulation morning Billings (Mont.) Gazette.

The cost factor. But many editors and publishers, particularly those who value their paper's commitment to excellence as well as those who desire to maintain prestige in the eyes of colleagues, recognized well over a year ago that 1984 was going to be a very expensive year in costs for travel, overtime, communications and even additional newsprint.

Sportswriters say "the Olympics just keep getting bigger every time," while news editors generally acknowledge political party conventions have become somewhat less significant in recent years. Too often the party's presidential nomination is more of a "TV coronation" than a genuine news event—as is almost certain to be the case at this year's Republican convention.

"The Olympics are bigger than the political conventions from a news coverage standpoint," says Kenneth Reich, who has covered presidential campaigns and conventions and who is now deeply involved in Olympics planning while covering it for the Los Angeles Times. "They're both big, big stories that reporters and editors like to be involved in. But covering the Olympics, like covering the conventions, is hard work and demands long hours. Neither is a vacation."

Although Reich has much support for his belief that the first Summer Olympics Games in the United States in 52 years is more newsworthy, even a sports editor like Hubert Mizell of the St. Petersburg Times says: "You've got to cover the conventions *and* the Olympics. In most people's memory, there's never been (a summer) Olympics in the United States *and* a presidential race at the same time. My paper's committed to an expensive year."

"We put one-time money in the budget to cover those events," says Newsday Editor Anthony Insolia. "In 1985 we won't budget as much travel money as this year.

"It's not a tug-of-war between the sports desk and the people covering politics," says Insolia. "People are not envious about what other departments are doing. We've decided where we have to spend to put out a good paper."

It's difficult to tally costs while they're still mounting, and many editors are reluctant to discuss them anyway, but here are some examples of coverage expenses:

- The Miami Herald figures it will spend $4,000 per person on Olympic expenses for two and a half weeks for each of four credentialed staffers, including Miami-Los Angeles tickets purchased before round-trip air fares doubled to $900.
- Newsday spent $3,751 for installation only of five phones at the Olympics press center.
- The San Jose Mercury News, located near the Democratic convention site and within 365 miles of the center of Olympics activity, has budgeted $68,500 for travel ($16,300 for Olympics, $52,200 for political campaigns and conventions); $15,000 for overtime ($6,000 for Olympics, $9,000 for politics); $8,300 for miscellaneous political expenses and $171,900 for additional newsprint ($60,600 for Olympics sections and $111,300 for politics), according to Executive Editor Robert D. Ingle. The extra newsprint allocations include a four-page-a-day Olympic wraparound section and up to 10 open pages a day during conventions.
- One newspaper group, the Tribune Co. of Chicago, has encountered the following Olympics expenses for the 25-30 people it plans to send to Los Angeles: $12,000 for installation of telephones, $110 for a door on its partitioned office space, $85 for a file cabinet, $6,000 for special AP and UPI Olympic wires, and

$2,500 for use of the Olympic press computer system that will provide printers, terminals and message queues for each credentialed reporter. A main press center parking sticker goes for $300, and a sticker permitting a car to pick up and drop off materials—but not park—at various Olympic sites is $250.

- It will cost $55 to rent a TV receiver for two weeks at the Olympics press center. Rental of a wall clock is $17.50.
- While sophisticated communications equipment like satellites and portable terminals will be commonplace at this summer's events, telephones are still necessary. And while the press center provides telephones, any newspaper or wire service wanting guaranteed access to a phone must pay up to $720 per line, just for installation.
- Campaign trail costs are often estimated at $150 a day or more per person, depending on hotels, but they can easily run to $500-$600 a day; costs of lodging, meals and incidentals at the Olympics are being estimated at $150 to $250 daily per person, with many staffers destined to be doubling up in hotel rooms.

Credentials crunch. Other than costs, the biggest controversy swirling around coverage plans for the Olympics concerns credentials. Of the 8,000 being allocated to the media worldwide, the print press will get only 2,200. And of these, only 400 are being allocated to U.S. news outlets from beyond the host-city area. Newspapers in Los Angeles and three surrounding counties will get part of the additional 300 credentials available to media in the Olympics "backyard."

In contrast, even though as many as 15,000 media personnel are expected at the Democratic convention, applications for credentials to both conventions were still being accepted in mid-March.

The arrangement for the Olympics credentialing dates from April 22, 1983, when a committee of U.S. sports editors met to determine criteria whereby the U.S. Olympics Committee could parcel out the 400 credentials for the American print press.

The credentials committee based its recommendations on applicants' "staffing of past Olympics (excepting boycotted 1980 Games in Moscow), and the paper's prestige, location and size," says Newsday Sports Editor Richard Sandler, a committee member.

The greatest number granted to American papers was seven each to The Washington Post (which asked for 10) and The New York Times (which sought eight).

"Many of the smaller papers had not even applied when we had to make our recommendations," says Sandler. "Sports editors at smaller papers often don't have the time to adequately plan ahead. They're so concerned about tomorrow's paper they can't be thinking about something that's a year away."

AP

Campaign trail is expensive for candidates and the press, too.

For many news operations, the most logical way to deal with the credentials shortage as well as the high cost of coverage—indeed, the way to cover any of this summer's triumverate of Big Events—is to pool coverage with staffs under the same corporate umbrella.

At Knight-Ridder Newspapers, for example, Kent Bernhard, news editor of the Washington bureau, is coordinating the group's pooled political coverage. And Ed Storin, assistant managing editor for administration of The Miami Herald, is heading Knight-Ridder's pooled news team for the Olympics. The group's supplemental wire service, KNT News Wire, will produce special Olympic and political convention service coverage, including items from The Boston Globe and the Tribune Co. Syndicate.

At the Tribune Co. itself, Orlando Sentinel Executive Editor Stephen R. Vaughn, who is overseeing Olympics coverage for the group's daily newspapers, says "there's strength and efficiency in numbers. We decided a year ago to coordinate our efforts and save money by pooling," although the planning recognizes the "major egos involved" when a New York Daily News editor may wind up editing a Chicago Tribune writer's copy.

Tribune Co. also is making extensive plans to pool political party convention coverage. James D. Squires, executive vice president and editor of the Chicago Tribune, will direct the group's coverage of the Democratic convention, while New York Daily News Executive Editor James Wieghart will head its GOP coverage.

Smaller papers. Even as the larger news operations scurry about making last-minute adjustments to carefully crafted convention and Olympics planning, the vast majority of U.S. daily newspapers are planning only to the extent that they will rely on the major and supplemental wire services for coverage.

Malcolm W. Applegate, publisher of the Lafayette (Ind.) Journal-Courier, says on-site coverage is "not our kind of thing. We'd much rather do a better job on local coverage."

Nevertheless, the 37,930-circulation evening paper has an "additional dimension" as a member of the Gannett Co. Inc. group and plans to publish an Olympic tabloid "focusing on the Olympics in general with special emphasis on what is available on local TV," says Applegate.

The Billings Gazette did not apply for Olympics credentials "primarily because of cost," says Editor Wesnick. He conferred with his counterparts at sister Lee Newspapers in Missoula, Helena and Butte, Mont., about sending a political reporter to the Dallas and San Francisco conventions. Again, the decision was not to cover, "primarily because of cost considerations but also because we know we'll be flooded with (convention) material from major wire services."

And for newspapers small or large that only now are beginning to "think Olympics" and may decide to staff the Games, Reich of the L.A. Times offers a hopeful thought: If past history is any indication, there's a good chance that reporters who simply show up at the Los Angeles Games will be granted some sort of recognition as a media representative. □

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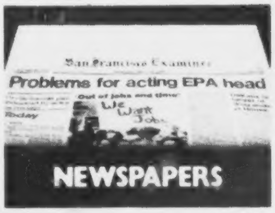

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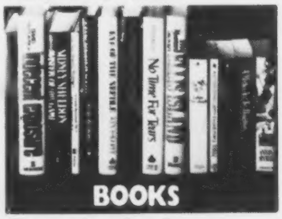

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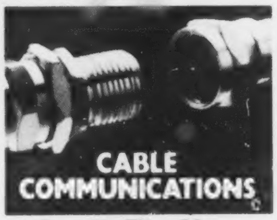

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PROGRESS IN THE DARKROOM

Can computers collar a camera operator's craft?

BY PAUL KRUGLINSKI
presstime technical writer

In the olden days, before automation and microprocessors moved into every nook and cranny of the newspaper plant, "back shop" camera operators were considered craftsmen, if not artists.

The only calculators they used to reproduce halftones and line work were their brains and their fingers, the only densitometers were their eyes and a scale of gray densities. But with those meager tools they were able to "bump up" a flat, low-contrast photograph just enough to give it some snap when reproduced.

They could produce a reasonable halftone from a color Polaroid print and preserve every square millimeter of a fine-line picture. Using manual, or tray, development, they could process several halftones simultaneously but without sacrificing quality. The only thing they dialed was the telephone, not the controls of a film processor.

Over the last decade or so, however, the darkroom has changed, and so has the role of the cameraman or camerawoman. Now, densitometers determine exposure settings electronically and feed the information into microprocessors contained within the camera. The computers do virtually everything—set the focus, choose the correct filter, give the right exposure and size the reproduced image. And tray development has given way to automated film processors that "soup," fix and dry films simultaneously.

Darkroom equipment sales people often say the devices can do everything that once was done manually. Theoretically, that is true, but in reality, the new technologies have certain limitations.

Robert Goranson, director of advertising for the graphic-arts firm nuArc Co. Inc., points out that today's darkroom staff can produce quality work without the technical expertise that is required of people working in an unautomated darkroom."The person operating these cameras doesn't have to be a technician," Goranson says, but he adds, "that's good and bad."

Deborah Stoken operates ANPA's new computerized camera.

He and other graphic arts experts say that so long as the operator is shooting fairly standard photographs and line work, the newer technologies lend themselves to faster processing and greater productivity. But if the operator is confronted with a high-contrast or flat photograph, fine-line art or a poor-quality color print, he or she may have to manually override the camera's computer or break out the developing trays again, or both.

"You can take someone off the streets and show them how to use this automated equipment," says John Harrington, ANPA photographer/color specialist. "But what happens when they run into problems? That's the drawback to high technology."

Mark Watt, account executive for Graphic Systems Inc., says: "It used to be you had to have common sense [to be a camera operator]. But [employers] don't want to pay a cameraman $30,000 to $35,000 a year. However, there are still instances where you need a craftsman. Computers can't think."

Terry S. Monroe, a technical sales representative for Chemco Photoproducts Co., notes that the newer equipment is designed to improve production without sacrificing quality. If, for instance, the camera operator is unavailable, some other production person can be trained in a relatively short time to do the routine jobs. In certain situations, however, "You need the experience," Monroe says.

Manufacturers of darkroom equipment have been able to automate newspaper camerarooms because of advances in lens, film and chemical technologies over the last decade. The trend is toward use of rapid access-type films that rely less on silver, are faster and allow greater exposure flexibility. And today's developers may be used for long periods of time before being changed.

Additionally, computers now monitor quality control in the manufacture of camera lenses, which thus are more accurate, have fewer imperfections and allow greater latitude in everyday operation.

One of the side benefits of the new technology is that compact verticle process cameras can do the same work that once required space-consuming horizontal cameras.

Allan R. Lewis, technical sales representative for Eastman Kodak Co., says that all of these developments in the aggregate reduce the need for the darkroom craftsman. And as their number dwindles, he notes, the pressure mounts for equipment manufacturers to employ even more advanced technology.

However, nuArc's Goranson believes that some sort of hybrid darkroom technician/craftsman will continue to exist. "Not everyone can afford a $15,000 camera," he observes.

Looking further into the future, Goranson says the darkroom of the next decade probably won't be dark. He is among many technical experts who believe that research and development are moving toward "daylight film and cameras," which will make light-tight rooms unnecessary.

Beyond that, he speculates, computers and scanners will combine the exposure and development processes and eliminate the darkroom altogether.

Ultimately, according to ANPA's Harrington, computers and lasers will make it possible to reproduce a digitized photographic image without using any film at all. ☐

GRAPHIC GOOD TIMES

Vendors sense a seller's market

BY PAUL KRUGLINSKI
presstime technical writer

With more cash at their disposal, because 1983 was a solid recovery year for the newspaper business, many newspaper executives are expected to be making some major spending decisions soon on previously delayed equipment purchases.

As a result, vendors who provide the equipment and supplies for newspapers say they're looking forward to a warm reception at ANPA's Operations Management Conference & Exposition in Atlanta June 9-13.

Many suppliers are downright bullish about their marketing prospects—and for good reason.

"Certainly, newspapers are in a better (financial) position than they were in the last two or three years," says newspaper securities analyst John Morton of Lynch, Jones & Ryan in Washington, D.C.

Because most companies catering to newspapers are either privately held or subsidiaries of larger corporations, comprehensive sales figures are difficult to come by.

But a random sampling of vendors confirms that vendors' sales to newspapers in the last year have increased substantially and that most vendors see even brighter financial times ahead.

Graphic Systems Division (Goss) of Rockwell International Corp. reports that sales of presses for large newspapers are up 40 percent over what was anticipated for this year.

Even press parts and conversion firms, which traditionally do better financially during recession years, are continuing to enjoy good times.

Pathfinder Graphic Associates Inc., primarily a parts manufacturer, says its 20-percent increase in sales last year was about even with sales growth during recession years.

"We're getting a lot of inquiries on heat-set presses from newspapers," says Gordon Etchell, Pathfinder's president. "There seems to be a trend toward increased color (at newspapers) or keeping up with competition."

Plate and platemaking equipment manufacturers—both offset and photopolymer—are reporting higher sales for 1984 because newspapers are printing a greater number of pages and using more color.

Suppliers expect warm reception at June's ANPA trade show.

An official for Western Lithoplate and Supply Co. points out that offset plate sales for the first half of 1983 were stagnant but have picked up steadily since then. "We're looking for a record year financially and more capital expenditures from newspapers," says Paul R. Joyce, the firm's controller.

Western Lithoplate and other offset plate manufacturers say that although plate sales are leading the way, plate processing equipment sales also are up, albeit not as much.

"When advertising goes up," says Tom Shipman, manager/marketing services for NAPP Systems (USA) Inc., "plate sales go up." NAPP, a maker of photopolymer relief plates used in letterpress printing, reports sales are running 12 to 15 percent above levels of a year ago.

He is also bullish on long-term prospects, primarily because of the introduction of flexography into the newspaper business [**presstime**, Dec. 1983, p. 46].

Shipman says that many letterpress newspapers "are holding tight (on capital expenditures) to see what will happen with flexography."

At Midwest Publishers Supply Co., a supplier of various newspaper products, President James Rezabek reports a 25-to-30-percent improvement in sales over last year, with the "biggest increase in composing room equipment."

Likewise, the McCain Manufacturing Corp., a maker of mailroom equipment, reports a 25-to-30-percent increase in sales. "There's been a complete turnaround from a year ago," says Ted B. Weiberg, vice president/marketing.

Other mailroom equipment makers say they are recouping the drop in sales—generally on the order of 30 to 35 percent—they experienced during the recession.

Custom-Bilt Machinery, for example, also is reporting a banner year. "We are ahead of the first half of last year by 50 percent in orders," says John W. Sokolowski, executive assistant to the president. "Backlog (of orders) has doubled, and shipped totals have almost doubled."

In electronics, front-end system vendors, because of changing market conditions and increased competition, are reporting mixed results.

Systems Integrators Inc., a manufacturer of editorial and classified front ends, topped 1982 sales by 35 percent, according to Controller/Treasurer Robert H. Stratton, and the company expects to maintain a 35-to-45-percent growth rate for the next few years.

Teleram Communications Corp., a manufacturer of portable and remote terminals, says its sales are 20-percent above those of two years ago. But the firm's president, Charles J. Satuloff, concedes that lower-priced portables such as the Radio Shack Model 100 have cut into sales of Teleram's T-3100 portable.

"We're looking at a buyer's market because of the increased competition," says Owen E. McBrien, director of marketing services and application at EOCOM Electronic Systems. "We're seeing the same kind of hardware explosion that happened to the personal computer field. There are a lot (more) options available." ☐

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ANOTHER FIRST AMENDMENT TEST

ALCOHOL ADVERTISING

The public clamor about drunk drivers could lead to crackdown on commercial free speech

BY MARCIA RUTH
presstime staff writer

Half a century after repeal of Prohibition, a confrontation may be brewing between the First Amendment, which guarantees free speech, and the 21st Amendment, which restored the right to drink.

Fueled by a growing awareness of the danger of drugs and drunk drivers, liquor advertising—over $1 billion annually for all media, almost $100 million for newspapers—is under attack at the local, state and national levels.

What could become a landmark case pitting the media's right to advertise versus a state's desire to protect its citizens from ads encouraging them to drink is expected to be decided by the U.S. Supreme Court this spring.

Oklahoma's assistant attorney general argued before the court Feb. 21 that "we're trying to regulate alcohol; we're not trying to regulate speech." The crux of the case is this: Oklahoma forbids alcohol advertising, except for beer; an opinion by the state's attorney general has exempted out-of-state print media but not out-of-state cable television from the law.

The 10th U.S. Circuit Court of Appeals upheld this application of the law, which is being challenged by cable companies. Newspaper and magazine publishers, as well as broadcasters, have joined the cable companies in urging the Supreme Court to strike down the ban as a violation of commercial free-speech rights and of the First Amendment generally [**presstime**, Dec. 1983, p. 16].

"This is a media issue," says ANPA Assistant General Counsel Pamela Riley about *Capital Cities Cable Inc. v. Crisp.* "Entertainment and news and advertising are intertwined in such a way you can't ban one without (banning) the other," she adds.

Should the Oklahoma precedent endure, according to the *amicus curiae* brief filed jointly by ANPA and the Magazine Publishers Association, out-of-state newspapers and magazines could be subject to similar restrictions in Oklahoma and elsewhere. "It would be just as impossible to strip liquor ads from, for example, copies of the Kansas City Star, The New York Times or Time magazine . . . as it would be to remove them from Cable News Network programs," the brief states.

Unlike network television, which allows local option for both programming and commercials, cable stations are required by copyright laws and the Federal Communications Commission to transmit most signals intact, including both programming and commercials.

In another pending case, the 5th Circuit ruled that Mississippi's right to enforce the 21st Amendment, which gave states control over alcohol consumption while repealing federal Prohibition, takes precedence over First Amendment rights.

Attorneys representing more than 50 clients from the broadcast, print and outdoor media have asked for Supreme Court review of that decision in *Lamar Outdoor Advertising v. Mississippi.*

As the federal courts wrestle with constitutional questions presented by the laws in Oklahoma and Mississipi, pressure is mounting for governments in some other locales to tighten up on how alcoholic products may be advertised.

"There is a ticking time bomb of proposals at federal, state and local levels and in the courts," says Daniel L. Jaffe, senior vice president for government relations for the American Advertising Federation.

The Federal Trade Commission is considering a petition filed by a non-profit lobbying group, the Center for Science in the Public Interest, on behalf of more than 20 organizations. The petition seeks a ban on all liquor advertising "aimed at young people and heavy drinkers" and a requirement that ads contain "explicit, conspicuous notice that discloses the hazards of alcohol abuse."

> *Within the newspaper business, the prevailing guideline is that if a product is legal, it is all right to advertise it.*

The center has also attacked alcohol advertising through a book, *The Booze Merchants.*

Another federal agency, the Bureau of Alcohol, Tobacco and Firearms, plans to issue new alcoholic-beverage regulations by the end of this year, culminating a five-year process that included public hearings. Along with proposals to regulate the use of terms such as "lite," "natural" and "pure" in all alcohol ads, the agency is considering prohibitions against the use of active athletes in such advertising and against ads that portray athletic events where participants are consuming alcoholic beverages [**presstime**, Feb. 1981, p. 15].

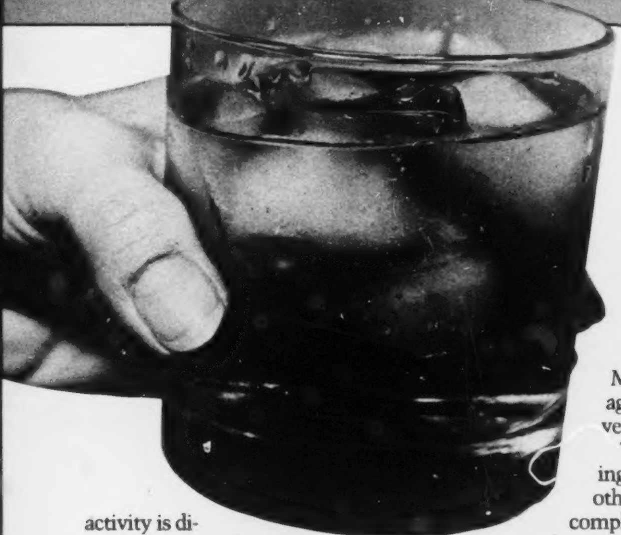
The alcohol-advertising situation also is fermenting in legislative bodies at the federal and state levels.

In Congress, Rep. George E. Brown (D-Calif.) has reintroduced what has become a pet bill for him over the past 10 years. It would prohibit the alcohol industry from deducting advertising as a business expense on federal income tax returns. Other bills including another by Brown, would require warnings to be included on the labels and the advertising for some alcohol products. Brown's proposed warning states: "Warning: Using this product too fast may cause sickness or death; may impair driving ability; may create dependence or addiction; and during pregnancy may harm the unborn."

Capitol Hill observers believe the legislation will remain bottled up in committees at least for the short term.

In state legislatures, proposals over the past year range from resolutions defeated in Massachusetts but still pending in Rhode Island asking Congress to ban all advertising of alcoholic beverages, to proposals such as those killed in Colorado but alive in Wisconsin that would require advertisers of alcoholic beverages to make contributions to programs combating alcohol abuse.

Observers say that on both the state and federal levels, some of this legislative



activity is directed more at pleasing constituents than at enacting statutes governing what is becoming one of the most emotional issues of the day.

But Jaffe of the AAF cautions, "If the Supreme Court were to uphold state laws banning alcohol beverage advertising, our expectation is we would see accelerated efforts in a number of other states to impose these bans."

Cigarette precedent. Some people draw an analogy between what is now happening to alcohol advertising and what happened to cigarette advertising nearly two decades ago.

One year after the surgeon general's 1964 report linking cigarette smoking and cancer, Congress passed the Cigarette Labeling and Advertising Act, requiring a warning on every pack and ad. In 1971, cigarette commercials were banned from radio and television, and the print warning was strengthened.

The current activity against alcohol advertising is taking place against a backdrop set by the Presidential Commission on Drunk Driving and by Mothers Against Drunk Driving, also known as "MADD."

The Reagan commission reported last year that more than half of U.S. traffic fatalities are "alcohol-related" and urged raising the minimum drinking age nationwide to 21. Although the commission did not get into the advertising fray, MADD has urged restrictions on advertising as one way to curtail alcohol-related traffic accidents.

While those committed to reducing alcohol abuse draw a direct line to advertising, advertisers point to declining beverage sales and the emergence of new beverages as evidence that the ads cause shifts in brand preference rather than an overall increase in the number of drinkers or amount of alcohol consumed.

"I believe that trying to control drunk driving by outlawing the advertising of alcohol makes as little sense as trying to control the Ku Klux Klan by outlawing bed linens," James D. Kuris, executive vice-president of the McCann-Erickson advertising agency, told the Milwaukee Advertising Club last fall.

The AAF has termed the labeling legislation in Congress "another example of trying to solve a complex societal problem through regulating advertising" although "there is no evidence to suggest such an approach would be useful or effective."

Others are worried about the precedent that could be set by regulating first cigarette advertising and then alcohol: Could regulations be applied to some other products opposed by some pressure groups, such as sugar-coated breakfast cereal?

Existing regulations. State regulations based on laws passed by legislatures vary.

Oklahoma and Mississippi, the two states involved in the Supreme Court and 5th Circuit cases, are the only ones that currently prohibit all *in-state* advertising of liquor and wine; they do permit advertisements for beer. Utah prohibits liquor advertising, except in newspapers.

Several states do not allow liquor prices to be listed in newspaper ads, a practice that has been circumvented by some Kansas papers that published prices in editorial space adjacent to liquor ads [presstime, May 1983, p. 45].

Other states are bucking the apparent trend toward more restrictions on alcohol advertising. For example, about two-thirds of the states now permit newspaper coupons for alcoholic beverages, an increase of more than 10 states over the past few years.

Although there are no restrictions on alcohol advertising equivalent to the federal ban on cigarette ads, a *de facto* ban on advertising hard liquor on network television has proved almost as effective.

Following the repeal of Prohibition in 1933, the alcohol industry established voluntary guidelines banning advertising of liquor (distilled spirits) from radio since 1936, and from television since 1948.

The Code of Good Practice of the Distilled Spirits Council of The United States, or DISCUS, to which 80 percent of the industry belongs, also prohibits liquor ads on the comic pages of newspapers or in religious publications, and bars advertising directed at children below the drinking age or inclusion of material that is not "dignified, modest and in good taste." Wine and beer are not part of the DISCUS code.

Guidelines in the broadcasting industry have been in limbo since March 1982 when the National Association of Broadcasters abandoned its advertising code because of a Justice Department antitrust investigation of an issue unrelated to liquor advertising; but so far, the major networks have continued to exclude liquor advertising on their own.

Print v. Broadcasting. Within the newspaper business, the prevailing guideline is that if a product is legal, it is all right to advertise it.

Despite the fact that the print media have opposed most regulation of advertising as a violation of the First Amendment, they have been the beneficiary of the broadcast industry's hard-liquor ban.

Although newspapers received 8.9 percent of all alcohol advertising in 1982, the last year for which figures are available, its share for hard liquor was more than twice as high, 19.5-percent, according to James X. Koutsikas, a Newspaper Advertising Bureau vice president who oversees alcohol advertising for the newspaper business.

According to figures compiled by Media Records and published in Marketing and Media Decisions magazine, newspapers ran $98.9 million worth of alcohol ads in 1982—$75.3 million for hard liquor, $15.6 million for beer and $8 million for wine.

In all other media that year—including television, radio, consumer magazines and outdoor advertising—the alcohol industry spent $309.1 million for liquor, $406.4 million for beer and $160.4 million for wine advertising, reports Leading National Advertisers Inc., a New York-based firm which measures advertising in media other than newspapers.

Compared with television's voluntary ban on hard-liquor advertising, the federally mandated ban against cigarette advertising on television and radio has had far greater impact on newspapers.

The tobacco industry has turned to the print media and has become newspapers' top source of national advertising. In 1982, there was $313.7 million worth of cigarette advertising in newspapers—more than three times the amount of their alcohol advertising.

Some advertising experts say that federal prohibition against all alcohol advertising in the broadcast media could have a similar financial impact on newspapers and magazines. ☐

SITE FOR APRIL 30-MAY 2 ANPA CONVENTION

MONTREAL

It's a city of history, style, sensuousness

BY NICK AUF DER MAUR

Montreal is an island with a mountain in the middle.

It fits so well, one would think that the phrase *Vive la différence* was coined just for Montreal.

As a visitor wanders around the city, he or she is apt to notice the legend on our car license plates that reads: *Je me souviens* (I remember), the motto of the province of Quebec.

Quebec is one of those places haunted by the past, a source of many of our troubles, but also many of our pleasures and distinctive characteristics.

Montreal is one of those rare North American big cities that evokes a sense of history that goes back more than a couple of centuries. Montreal was founded in 1642.

The Franklin connection. The first American publisher of consequence to come to Montreal was Benjamin Franklin. And his sojourn does much to explain why Montreal is different in mood and texture, why this city developed so differently than other great North American metropolises.

Quebec was the 14th colony, sort of North America's version of the Lost Tribe of Israel—less mysterious perhaps, but perplexing nonetheless.

In 1775, the Continental Congress, perplexed by the fact the 14th colony had failed to join in with the 13 other British colonies in rebellion against the British Crown, dispatched an army under General Richard Montgomery to sieze Quebec.

In Philadelphia and Boston circles, it was expected that this would be a piece of cake because just 16 years previous, the British had captured Quebec from France, and the French-speaking inhabitants should, by reason, eagerly accept liberation from the British yoke.

Montgomery occupied Montreal during the winter of 1775-76 and then attacked Quebec City with another American force led by Benedict Arnold. It was a disaster. Montgomery was killed, and Arnold, with a bullet wound in the foot, retreated to Montreal where he became military governor.

Benjamin Franklin, who spoke fluent French and had previously visited Montreal when he set up post offices for the Crown, was sent by the Continental Congress to find out why the Canayens (as French Canadians were then known) had not greeted the American troops as liberators and not joined in the uprising.

It was simple, really. Quebec was one example where the British Empire had adopted policies of enlightened self-interest. Unlike its Irish policy, its Quebec policy was designed more or less to win over the hearts and minds of the conquered people. There were, for example, French religious and linguistic guarantees.

For French Canadians, that seemed like a better deal than that offered by the large melting pot developing to the South. Also, the British merchants in Quebec didn't care for much competition.

Franklin sent for a French-speaking Philadelphia printer, Fleury Mesplet, and his press to put out propaganda tracts. Unfortunately, by the time Mesplet arrived, Franklin and Benedict Arnold had decided the cause was hopeless and retreated.

Mesplet was left behind with his printing press. After a brief time in a British stockade, he was freed. And in 1778, he

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Auf der Maur is a columnist for The Gazette in Montreal and a city councilman.

There's constant activity at Complexe Desjardins, a central city shopping and dining area.

founded The Gazette of Montreal.

We are all grateful for this generosity by the Continental Congress, possibly the first instance of American foreign aid.

Later development. And so, Montreal's future as the second-largest French-speaking city in the world was assured. Thereafter, Montreal developed much along the lines of the other Eastern seaboard cities.

A great port, a commercial rival of New York City at the turn of the century, at the center of a flourishing industrial and manufacturing region. A gateway city for the great migrations from Europe. A bilingual, cosmopolitan city.

The English-speaking merchant and banking classes grew rich as Montreal oversaw the building of the vast interior of Canada.

At the turn of the century, Montreal's fabled Square Mile was said to contain more millionaires than any equivalent area in the world.

Along the way, Montreal developed a reputation as a somewhat wicked city: the only major city on the continent never to suffer prohibition, a major part of the vaudeville circuit, home of Lilly St. Cyr, a city whose life in the 1920s, '30s and '40s was every bit as raunchy as life described by Damon Runyon.

As the United States sat out the first years of World War II, Montreal became the major transshipment point of supplies to England, and its industries solidified and flourished, ready to accept the postwar wave of immigrants. The '50s and '60s were the fat years, climaxed by Expo 67, described by some people who aren't even Montreal municipal chauvinists as the best World's Fair ever.

Political environment. Those were also years of great political ferment—a period of political modernization as reform winds swept through Quebec and Canadian institutions, in the process laying the groundwork for social democracy along Western European lines.

To understand Montreal, one must understand a bit about our politics, something that is taken fairly seriously.

English historian Arnold Toynbee wrote that at the end of the world, there would only be two races left—the Chinese and French Canadians. He understood the central notion that has predicated the whole history of French Canada—*La Survivance,* the survival of the French culture and language.

In the days when Quebec was more Roman Catholic than the Pope, survival was assured by the simple expedient of having the highest birth rate in the world.

Quebec has now become very secular. The state has replaced the church as custodian of *La Survivance,* a matter that perhaps oversimplifies but nonetheless explains our politics and the current of nationalism that is always there. And Montreal has most often been the focus of that concern.

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- **What to do in Montreal, p. 77**

It is the one major city in Canada where the country's two official languages coexist. The city is roughly two-thirds French and one-third other, the polyglot English-speakers. The six-million-population province as a whole is 80 percent French.

This binational character sometimes makes for political tensions and conflict, but it also makes for vitality and creativity.

A city with style. Every city has a certain imagery. Chicago, for example, is a man, a hog butcher or whatever. Montreal is definitely a woman, and the word that most aptly fits this city is sensuous.

Living in Montreal is a treat. It was designed with the functions of living in mind—eating, strolling, drinking, carousing, reading, singing and the like.

Naturally, all cities are supposed to be that, but some are more successful than most. Montreal is one of the very successful ones.

The mood and feel of the city varies from one neighborhood to another, but mostly you are always conscious that you are in Montreal. It's not easy to confuse it with another city.

Montreal has a mythical dividing line, which we sometimes jokingly call our Green Line, called St. Lawrence Boulevard or The Main in the English vernacular. It divides the predominately French East End, from the predominately English West End.

The people that populate the neighborhoods astride The Main tend to be the "in betweens"—the Greeks, the Portugese, the Chinese, the Italians, etc.

But despite the linguistic divisions that one might think would necessarily lead to a schizophrenic character, Montreal has a remarkable wholeness to it.

People make comparisons with San Francisco or New Orleans, but the flavor is all its own.

Montreal has its unique physical characteristics—it's an island, there's a mountain in the middle that overlooks downtown—but its essence is really to be found in that undefinable thing called style.

Somebody once said that the essential difference between Montreal and its rival, Toronto, is that in Toronto they say: "Thank God it's Monday."

Montreal has a weekend feel to it all week. Not a dull weekend, but a lively, exuberant high-time weekend. ☐

Symbols of independent journalism

Anna Maria Islander
FLORIDA

AVON PARK SUN
FLORIDA

The Banner-Independent.
BOONEVILLE, MISSISSIPPI

CLAIBORNE PROGRESS
TAZEWELL, TENNESSEE

THE DAILY Comet
THIBODAUX, LOUISIANA

The Daily Corinthian
CORINTH, MISSISSIPPI

Daily News
MIDDLESBORO, KENTUCKY

DAILY WORLD
OPELOUSAS, LOUISIANA

THE DISPATCH
LEXINGTON, NORTH CAROLINA

Gainesville Sun
FLORIDA

The Golden Gate Eagle
NAPLES, FLORIDA

The Harlan Daily Enterprise
HARLAN, KENTUCKY

HOUMA DAILY COURIER
LOUISIANA

Lake City Reporter
FLORIDA

The Ledger
LAKELAND, FLORIDA

Leesburg Commercial
FLORIDA

Lenoir News-Topic
LENOIR, NORTH CAROLINA

MARCO ISLAND
EAGLE
FLORIDA

The Messenger
MADISONVILLE, KENTUCKY

News-Leader
FERNANDINA BEACH, FLORIDA

The New York Times
NEW YORK

OCALA
STAR-BANNER
FLORIDA

Palatka Daily News
FLORIDA

Sarasota Herald-Tribune
SARASOTA, FLORIDA

The Sebring News
FLORIDA

STATE GAZETTE
DYERSBURG, TENNESSEE

Times☆Daily
FLORENCE, ALABAMA

The Times-News
HENDERSONVILLE, NORTH CAROLINA

WILMINGTON
Morning Star
NORTH CAROLINA

YORK COUNTY COAST STAR
KENNEBUNK, MAINE

THE NEW YORK TIMES
COMPANY

MAKING AN EXODUS

Journalism administrators feel frustrations, leave posts at rapid rate

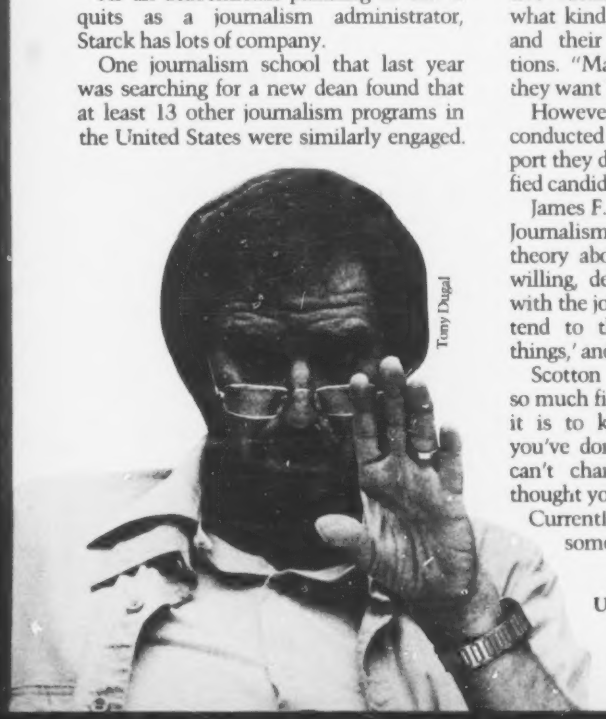
BY MARGARET GENOVESE
presstime staff writer

Kenneth Starck, director of the School of Journalism and Mass Communication at the University of Iowa, announced last September he wanted out of his job. He had been head of the program for nine years. "During the sixth and seventh years, the enrollments started going up, and the resources either remained constant or at least didn't keep pace with some growing demands," he explains. "Gradually, I guess a frustration factor set in, combined with my natural desire to return to the classroom."

Although he would have preferred to return to teaching at the end of the fall semester, Starck said he would stay on as director until the end of this academic year. Later, he was persuaded to remain in that position until the end of next year to see the school through its bid for reaccreditation.

As an academician planning to call it quits as a journalism administrator, Starck has lots of company.

One journalism school that last year was searching for a new dean found that at least 13 other journalism programs in the United States were similarly engaged.



University of Iowa's Starck is returning to the classroom.

This would seem to back up the notion that the turnover rate among journalism deans, chairmen and directors has been unusually high lately. Observers say the job simply has become increasingly onerous, rigorous and frustrating.

"I think a lot of qualified people don't get into it these days because the rewards don't outweigh the dissatisfactions," says Del Brinkman, dean of the William Allen White School of Journalism at the University of Kansas.

"There is not a very large pool of people who can provide . . . intellectual, academic and professional leadership . . . and who want to be administrators," says Everette E. Dennis, dean of the school of Journalism at the University of Oregon.

Dennis, president of the Association for Education in Journalism and Mass Communication, also cites other reasons some schools find it difficult to fill administrative vacancies: faculties' fuzzy ideas of what kind of person they are looking for and their unrealistically high expectations. "Many schools start out thinking they want Walter Cronkite," he says.

However, several schools that recently conducted searches for administrators report they did not lack for interested, qualified candidates.

James F. Scotton, dean of the College of Journalism at Marquette University, has a theory about why some people are still willing, despite the hardships associated with the jobs, to give it a try: "You always tend to think 'I could change certain things,' and often can."

Scotton says the larger problem is not so much finding people to fill vacancies as it is to keep them once hired. "After you've done it," he says, "you find you can't change as many things as you thought you could."

Currently, Marquette is looking for someone to replace Scotton, who is stepping down this spring after six years as dean.

Short tenures. There was a time when deans typically stayed on the job for 20, 25 or 30 years, says Benjamin H. Baldwin, chairman of the search committee at the Medill School of Journalism, Northwestern University. "I think it is possible those days are gone," he adds.

One study of the administrators of accredited journalism programs found that slightly more than half had three or fewer years on the job.

The study was conducted during the 1981-82 academic year by University of Oklahoma journalism professor Bob J. Carrell, and a report on it was presented at the August 1983 meeting of the Association of Schools of Journalism and Mass Communication. "Academic administration, particularly in journalism and mass communication units, has become a very difficult career," says Carrell, himself a one-time administrator.

There are several reasons why this is so, the professor says, but he believes it is primarily because education budgets have been static or declining at the same time that journalism enrollments have been rising and technology advancing in the communications industry.

"You bat your head against that brick wall, and you finally decide someone else should do this," Carrell says. "You get tired." The frustrations may be greater on campuses where the journalism program is not free-standing but is within a college of liberal arts, he adds.

The situation at the University of Iowa's School of Journalism and Mass Communication, a part of the College of Liberal Arts, fits that profile.

"It seemed that our school wasn't getting the response that I deemed appropriate from the central administration of the

M. Leon Lopez

university," says Director Starck. "I thought that somebody else in this position might be more effective than I was. After nine years, a little bit of inertia or something sets in."

Starck had fought unsucessfully for an enrollment cap for undergraduate journalism majors, whose ranks swelled from 382 in 1978 to 819 this year with no concomitant increase in faculty. After Starck announced his resignation, the university agreed to a cap.

Even if a journalism school is autonomous, it can have financial problems that directly affect its ability to retain and attract administrators.

The University of Missouri went through two search cycles before landing a dean last year. Professor Donald J. Brenner says the three finalists originally selected by his search committee withdrew from consideration, and the school's financial situation was a big factor. "Our financial problems are more severe than almost anyone else's" because the state historically has not supported education well and because the state as a whole has gone through a difficult money crunch, he says.

More recently, the University of Washington has run into difficulty finding a permanent successor to Don R. Pember as director of the School of Communications. Lance Bennett, whose search committee is now in its second year, told **presstime**, "the list of candidates is not very large, and the job is a very demanding one."

Money and teaching. Pember, who became director in 1980, stepped down last September. He cites personal reasons for his decision. "I'm a teacher and a writer and I love to do those things. Academic administration is really antithetical to that. . . . I simply did not like the job."

Pember says money was not a factor in his decision, but suspects it might be a reason for others' decisions to leave—or not take—administrative positions. "You don't get rich, and quite honestly quite a lot of us in higher education supplement through consulting and writing," he says. "I am a writer, and being an administrator interfered with that."

A recent study by ASJMC of 44 administrators of accredited journalism programs found that professors' salaries average 83.5 percent that of administrators. However, the study noted, administrators salaries were reported for a 12-month period; faculty salaries were for a nine-month period.

The study added that "administrators may be required to perform official duties beyond the scope of regular faculty assignments and to reduce their research, publication, and consulting activities. Indeed, the data indicates, when nine- versus 12-month periods are equalized, many faculty members receive proportionally larger salaries than administrators."

Adminstrators' salaries ranged from a low of $25,595 to a high of $67,200, the study said, with the average salary in the $44,000 to $45,000 range.

"Salary is often not the primary factor that attracts people to administative positions in higher education," says Marquette's Scotton. "However, after the early glow wears off and the grind becomes apparent, it probably has a lot to do with the decision to continue on or revert to the academic life."

Scotton believes administrators should periodically take a break from administration and return to teaching, anyway. "I really do think there should be a point where an administrator should go back to the well, so to speak."

Dwight L. Teeter, chairman of the Department of Journalism at the University of Texas in Austin, is one who is looking forward to returning to the classroom and scholarly research when he steps down after this academic year. "I am sort of burned out," he says. Teeter is in his seventh year as an administrator at Texas and previously served in a similar capacity at the University of Kentucky.

Other career paths. Not everyone who leaves an administrative post in journalism goes back to teaching and research.

For example, Edward P. Bassett left the School of Journalism at the University of Southern California in 1980 to become editor of the Statesman-Journal in Salem, Ore. [**presstime**, Sept. 1980, p. 23]. Last February, he decided to return to academia, accepting a call from Northwestern to succeed the Medill School's dean of the previous 27 years, I.W. Cole.

At the University of Wisconsin at River Falls, Lorin R. Robinson last year left the chairmanship of the department of journalism—a position he had held for 10 years—to become assistant dean of the college of arts and sciences. He says it was a case of becoming tired of what he was doing and wanting to move up the administrative ladder and salary scale.

Some journalism administrators move laterally from one program to another. Robert O. Blanchard, for example, has been dean of the School of Communication at American University in Washington, D.C., director of the School of Journalism at Pennsylvania State University and currently is chairman of the journalism program at Trinity University in San Antonio.

Unlike Pember of the University of Washington, who views journalism administration as "a short visit to purgatory," Blanchard describes his situation at well-endowed Trinity in heavenly terms.

Then there are those journalism administrators who stay on at the same school.

"It's been enjoyable," says Albert T. Scroggins, dean of the College of Journalism at the University of South Carolina for the past 19 years and successor to Northwestern's Cole as "dean of the deans." Scroggins says his program has "very fine support from the university."

Another veteran is Neale Copple, for 17 years the dean of the School of Journalism at the University of Nebraska. "Nebraska has been a growing school both in quantity and quality," he says, "so the challenge, the opportunity to do things and be excited about it have continued to be there."

But Copple says, and Scroggins agrees, that in recent years it hasn't been "as much fun" being an administrator. "Campuses have changed, and pressures have grown," he observes. ☐

How They Sent The News

In 490 B.C. the Greeks sent a junior account executive racing from Marathon to Athens with news of their victory over the Persians.

That runner became the first public relations person to give his last breath for his client.

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An editor defends the system of J-school ACCREDITATION

The Accrediting Council on Education in Journalism and Mass Communications will consider this month a proposal to revise the standards by which it evaluates college journalism programs. To get his perspective on some of the proposed changes and on other issues in journalism accreditation, presstime staff writer Margaret Genovese interviewed ACEJMC President Joseph W. Shoquist, who is managing editor of The Milwaukee Journal.

presstime: In the first draft of its proposal, the standards revision committee (chaired by James W. Carey, dean of the College of Communications at the University of Illinois) recommended retaining, for news-editorial students, the so-called 75-25 rule on the ratio of liberal arts to journalism courses, but making its administration more flexible. And it recommended loosening the 75-25 requirement for students in advertising, broadcasting and public relations. Do you agree with that recommendation?

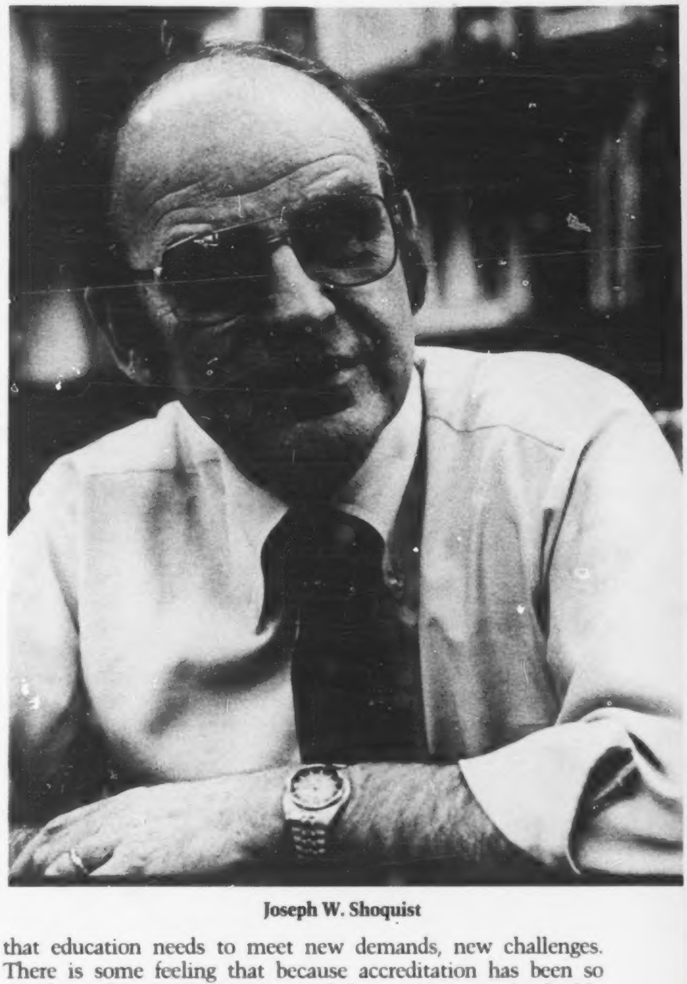
Shoquist: First, I agree with the general direction that resolution proposes to go. That proposal is not necessarily the way it is going to end up in our standards when the rewriting is completed. I think there are some special problems for advertising, public relations and possibly broadcasting in terms of support courses students in those fields need to take. They aren't necessarily journalism courses, but they are courses in, let's say, business or technical courses for people in broadcasting that might be discouraged by the present suggestion that 75 percent be heavily in liberal arts.

What the council is trying to do now is make it possible for students to get these supporting courses on the fringes of journalism, or just outside of journalism in some cases, that they feel are needed, especially in those fields. Generally, though, the council is determined that approximately one-fourth of a student's education should be in journalism and three-fourths in other departments of arts and sciences.

Q. The committee also recommended doing away with sequence accreditation in favor of accreditation of the journalism/mass communication unit as a whole. Your views?

A. The Carey committee's recommendation in that regard is an attempt to recognize the changing nature of journalism and of journalism education. Journalism has become more diffuse, and the specialties in journalism are not as clearly distinct as has been the case for so many years. The emerging new forms of electronic journalism—cable and other information systems—cut across several different lines, across the sequential approach to journalism education. Many students going out into this field now and in the future are going to have to be prepared to work in one or several of these specialties, and journalism education is starting to reflect that change now.

I think if the council does make such a change—decides not to just accredit sequences as we have done—it will be, in a sense, pointing the way. There is considerable support for this change among journalism educators and professionals who recognize that education needs to meet new demands, new challenges. There is some feeling that because accreditation has been so closely tied to sequences, it tended to perpetuate the highly specialized approach to journalism education. We don't want to inhibit innovative education. We want to encourage and help education to change as needed.



Joseph W. Shoquist

Q. There are about 241 schools of journalism and mass communication in the United States. Yet, only 81 are accredited by ACEJMC. Why aren't more schools accredited, and does the fact that only about a third of the schools are accredited bother you?

A. It doesn't bother me at all. It's logical to assume that not all of the journalism programs in the United States have attained the kind of level of performance that would enable them to meet our standards. Many of those 240-some journalism programs are small, emerging or developing programs that do not have sufficient faculty, resources or student interest to meet the standards that have been established by industry and education.

Of course, there also are some schools that don't care to be accredited. Accreditation is entirely voluntary. If approximately one-third of the schools of journalism or journalism programs in the country meet the high standards established, that's to the credit of journalism education. There is concern among some educators that too many schools are accredited, that the distinction of being an accredited school is diminished somewhat by the growing number of accredited programs. I don't share that view, either.

Q. Do you think that newspapers, when hiring, pay any attention to whether the applicant graduated from an accredited journalism school? Should they?

A. I don't think they pay much attention. Perhaps they should be cognizant, at least, of accreditation. I think it's not as direct and obvious as that. Most of us editors hiring from schools of journalism evaluate the schools themselves according to what we know about them. We may reach our opinions about a school simply by first- or second-hand knowledge, or the fact that a school is accredited may have come to our attention. What is important is that the schools themselves recognize what they need to measure themselves against in terms of standards that are agreed upon.

Q. The representatives on the council from industry organizations outnumber educators by almost two to one. Last year, the council revised its policies to provide for voting parity between the two groups if it is requested. Do you think the council has gone far enough to alleviate the concerns of educators over the imbalance?

A. Yes, I think we have taken the steps necessary to assure that there is equality in voting whenever that would appear to be a matter of importance. Those of us who have been on the council for a while don't feel that members vote according to whether they represent an educational organization or an industry organization. Most journalism educators, of course, have professional experience or background; and a few of us in the professional field have backgrounds as teachers or professors of journalism. Ideally, and especially because of some outside criticism, it would be best if we had an equal number of educators and industry respresentatives. We can do that. But it would mean a much larger council, a more expensive, a less efficient council.

Q. Last October, you appointed a committee to raise funds to support the council's work. Why has it become necessary to go into fund raising?

A. It has become necessary because we don't raise enough from our regular sources to meet all of our expenses. Our funds, with very few exceptions, have come from the fees charged to schools that seek accreditation or reaccreditation and donations by the member organizations of the council. We are reluctant to charge schools more than they currently pay to be examined for accreditation. In most cases, it's a matter of several thousand dollars. Journalism schools, like all educational institutions, don't have a lot of money.

We conceivably could charge the member organizations more to belong to the council than we do. The amount of money that members pay now is voluntary and it varies considerably from a few hundred dollars to $5,000 per year. Some of the professional organizations don't really have any money. My own, AP Managing Editors Association, doesn't charge its members dues at all and really has very little resources of its own. It does support ACEJMC well, relative to other organizations, but it's essentially a poor organization in terms of money. That's true, I think, of others. We've done all right. We've managed to meet our expenses; last year we received a substantial grant from Gannett Foundation and are going to get money from Gannett Foundation again this year. We deeply appreciate it.

Q. Last year, the U.S. Department of Education found that the council failed to meet some of its criteria, renewed its accrediting authority for only two years instead of four years, and requested a report in one year on actions taken to correct the deficiencies. What progress has ACEJMC made in this regard?

A. We have corrected all of the deficiencies cited by the Department of Education, and we have so informed the department. DOE cited one area in which we did not comply with their criteria, and there were five others in which they said we are in "potential compliance." You can read that another way and say perhaps we were in potential non-compliance. We addressed ourselves to all six of these specific matters. The council voted at its fall meeting changes that enable us to meet all of these requirements.

Q. Is the future of ACEJMC in jeopardy because of the highly publicized actions of three schools—Boston University's loss of accreditation and its subsequent criticism of the council, Northwestern University's termination of a visit of an accrediting team to campus, thereby ending its relationship with the council, and Michigan University's decision not to seek reaccreditation for its graduate program?

A. Not at all. The desire to be accredited is stronger than ever. We have more applicants for accreditation now than we ever had—accreditation and reaccreditation. There always have been some schools that have lost accreditation or decided not to seek reaccreditation. Either their program changes, or for whatever reason they choose not to be reaccredited. And, always, some have either lost accreditation altogether or lost some accredited sequence.

Q. You assumed the presidency of the council at a time when it was under fire. Why did you seek the position?

A. I sometimes wonder. I feel an obligation to journalism and journalism education. I believe in journalism education, and I think that we people in the field need to do what we can to help journalism education meet our needs and meet the needs of the students. Journalism has been good to me. I have a fine and satisfactory career, and I feel I owe something in return. It is a public-service calling. God knows, I don't need the work.

Q. What do you see ahead for ACEJMC?

A. The council is clearly undergoing change. I think many would say needed change, and that's no reflection in any way on the council as it has operated in the past, in my opinion. Times change, journalism changes, journalism education changes. And, of course, the council must change with them. I think we will see ACEJMC in more of a leadership role in journalism education and better equipped, with the changes that are in the offing, to help schools be progressive and innovative and creative in meeting the challenges of changing times. ☐

NEWSPAPERS MOVE TO TMC

as competition steps up battle for Everyman

BY C. DAVID RAMBO
presstime staff writer

Not too many years ago, it made little difference to newspapers who their non-subscribers were. Many didn't even know who their *subscribers* were. But the facts of publishing life have changed. Because of advertisers' demands, newspapers today are going all-out to reach all the marketplace—or particular segments of it—not just those who choose to buy the regular paper.

This thrust is known as total market coverage, TMC for short. It has taken off throughout the newspaper business like few other marketing developments ever have.

"The result has been a variety of TMC programs, some mailed, some carrier-delivered, some mailed third class, some mailed second class," says Terry E. Brennen, who has set up a number of daily newspapers' TMC programs. "Some are weekly, some monthly, some with a wrapper, jacket or publication of some kind, some without, some offering large zones, some offering small zones."

There are few statistics to document the extent of this activity. One of the most revealing studies, conducted last year by the International Circulation Managers Association, indicated that about three of every four U.S. dailies had a TMC program. Less than half of those responding to a similar survey in 1980 were offering one.

Moreover, the 1983 findings revealed that almost all respondents expect to have a TMC program by 1985.

Why are newspapers aiming TMC projectiles at multiple targets?

In their formative years less than two decades ago, TMC products were a response to the competitive challenge posed by free-circulation papers commonly called "shoppers." But the more recent and more dramatic surge followed the drift away from newspapers and toward direct-mail firms of some big-dollar advertisers, particularly those who like to put their messages in colorful, preprinted circulars.

Two conditions contributed mightily to this drift. First, the gap between paid circulation and households widened. In the 1960s, it was common for U.S. penetration ratios—daily circulation sales compared with the number of households—to exceed 100 percent. By 1982, that penetration had dropped to 74 copies per 100 households. (See graph, p. 27.)

The second condition was the U.S. Postal Service's decision to court volume business from companies like Advo-System Inc., the nation's largest direct-mail firm, which has become the *bete noir* of the newspaper industry. Advo and a few smaller direct mailers took advantage of relatively low third-class rates to offer advertisers a marketing bargain that newspapers found hard to match.

TMC programs are an attempt by newspaper publishers to compete with the Advos of the world.

And even with the ICMA survey suggesting nearly complete TMC participation by next year, nobody in the newspaper business expects the fight against direct mailers to subside. In fact, it is likely to intensify.

Brennen, who once worked for Advo, predicts that a monthly national "marriage mail" program, in which two or more advertising preprints are united and mailed as a single third-class piece, will be distributed twice monthly by the end of this year. In fact, he says the program, known as Network Mail and operated by Advo and its parent company, Blair Marketing, could lead to weekly distribution of a "54-million-circulation, national, direct-mail-oriented shopper." He adds: "What's to stop them from being a daily? Nothing. And I'll tell you, that's going to happen."

The record to date. Such a development could serve as the pivotal test of the effectiveness of newspapers' TMC endeavors.

So far, newspapers have had mixed success. On the positive side, nearly all of about two dozen newspaper executives interviewed by **presstime** said that with their TMC programs they have succeeded in staunching the flow of preprints to direct-mail firms. Many also said they have been able to recoup some accounts that had slipped into competitors' hands.

Those claims are borne out by growth in expenditures for preprints carried by newspapers. According to the Newspaper Advertising Bureau, preprint expenditures (including production) amounted to $2.517 billion in 1982, compared with $1.39 billion in 1978.

Stated in percentage terms, preprints have risen during the period from about 11 percent to 14.2 percent of total newspaper ad expenditures. And despite the corresponding decrease in the percentage of expenditures derived from run-of-paper advertising, ROP has been gaining steadily in dollar terms—from approximately $10.8 billion in 1978 to $15.1 billion in 1982 and $18.6 billion in 1983, according to figures supplied by NAB. ROP linage also was up in 1983 by roughly 5.2 percent. The previous year it was down 3.7 percent.

There has also been a significant increase in expenditures by preprint advertisers in Canadian daily newspapers, most of whom now have TMC products, according to a 1983 study conducted by the Canadian Daily Newspaper Publishers Association. Although there is some direct-mail competition in Canada, there is no such creature as shared or marriage mail.

For many newspapers, the decision to go into total market coverage was based on a defensive strategy that sought to keep the competition from grabbing the entire preprint business. But some newspapers report they have managed to turn a profit with their TMC in a fairly short time.

As an added bonus for publishers, most all TMC products seem to have had a tantalizing effect on a considerable number of non-subscribers, converting them into regular readers of the paid newspaper.

Other programs have not worked as well. They have had limited, if any, success in meeting competition and may have

weakened the newspaper company by draining financial and human resources. A good number of programs have been revised since inception in attempts to hit on a mix of services that will appeal most to advertisers. Some TMC programs have been suspended simply because they weren't worth the effort.

"What's to stop (Network Mail) from being a daily? Nothing. And I'll tell you, that's going to happen."

Terry E. Brennen
TMC expert

Operational difficulties aside, the very concept of TMC has generated controversy. One school of thought is that newspapers are relying too heavily on free-distribution publications to protect their bottom line—that insufficient effort is being made to sell ROP advertising. Another criticism focuses on the new and growing practice of mailing TMC products via sacred second-class mail instead of the same third-class category available to direct-mail competitors.

Third-class mail itself is a subject steeped in current debate. In a complex rate case now before the Postal Rate Commission, ANPA has asked for generally higher third-class charges, saying current ones are unfairly low. Direct mailers vigorously deny this. (See story, p. 42.)

TMC programs also have generated antitrust lawsuits—one of which resulted in a judgment for a shopper publisher—and there is the omnipresent threat of others being filed. There even is a brouhaha over the nickname "TMC" itself.

TMC growth. Besides third-class mail rates advertisers found favorable and the decline in newspaper penetration they found unfavorable, there was a third factor giving impetus to direct-mail and TMC programs: the 1980 Census.

Brennen, currently director of marketing for a videotex project of McClatchy Newspapers in Sacramento, Calif., says the census yielded data with which retailers could define market demographics down to the ZIP-code level. Newspaper marketers have deemed it desirable to organize subscriber/non-subscriber lists accordingly, although many papers have been slow in doing so, he says.

One company that is very familiar with directing marketing efforts at particular ZIP-code areas is Hartford, Conn.-based Advo. About four years ago, Advo used that expertise to launch its program of marriage mail. (See story, p. 28.) The effort met with success, especially in four Midwestern states—Indiana, Kentucky, Michigan and Ohio—where the huge discount department store chain K mart last summer shifted its mid-week preprints from newspapers to Advo.

K mart's decision jolted the newspaper industry and undoubtedly prompted more than a few fence-sitting publishers to take the plunge into total market coverage.

Brennen describes today's multifarious TMC offerings as a "hodge podge . . . almost as great as the number of newspapers starting such systems."

For example, the program of the Bucks County Courier Times in Levittown, Pa., consists solely of a direct-mail service in which individual preprints are sent any day via third-class mail to non-subscribers, says Publisher Grover J. Friend. He says the circulars can be targeted to specific ZIP codes.

Oklahoma Publishing Co. of Oklahoma City, which publishes The Daily Oklahoman, mails single or multiple preprints also via third-class but on a weekly basis. Delivery can be targeted to specific areas or to cover the entire metropolitan region, says Advertising Director Gates E. Oliver. "We can offer whatever they want."

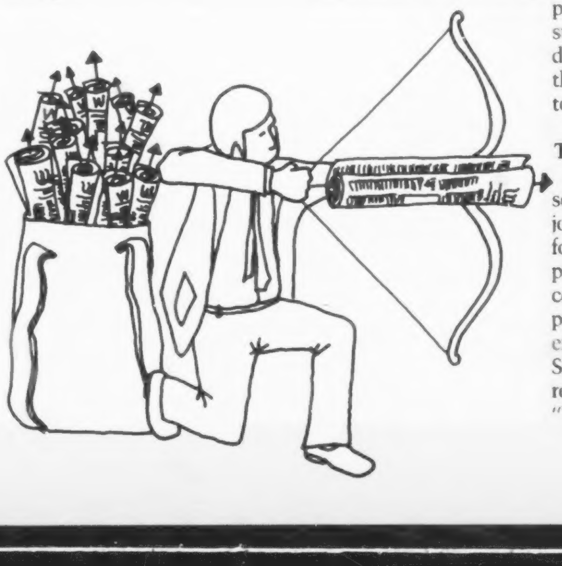
Unlike the Bucks County program, the one in Oklahoma City tucks the preprints inside an editorial "jacket" featuring articles about food. "We did some research to find what would keep them (recipients) from throwing it in the garbage," Oliver explains. "Food is the thing that appeals to everybody, whether they're subscribers or non-subscribers. Everybody has to eat."

Despite the different approaches, both programs have been successful in preserving their preprint business, executives of the two companies report.

Some other TMC variations include:

- The Wapakoneta (Ohio) Daily News publishes a weekly shopper with light, syndicated editorial matter mailed third-class to all non-subscribers, says Publisher L. R. Shaull.
- The San Jose (Calif.) Mercury News once a week offers "pure marriage mail" sent third-class under the name "Home Plus." In addition, the newspaper offers TMC through six zoned, free publications mailed second-class. These publications, which carry community news gathered by a separate news staff, also are delivered as part of the paid daily, according to Louis E. Alexander, assistant retail advertising manager. "We perceived an opportunity to localize our editorial and advertising products and went after that opportunity," he says.
- Newsday of Long Island, N.Y., publishes a TMC weekly called Newsday Extra that is carrier-delivered. David Targe, executive vice president-marketing, attributes Newsday's strong paid-circulation growth in large measure to the free publication, which he says establishes a good relationship with non-subscribers. Like most other executives, Targe says it is not possible to say how many new subscribers have been picked up as a direct result of TMC, but he estimates the number is a substantial part of the total.

The down side. Despite the proliferation of TMC publications, some newspapers have chosen not to join in the rush. Some haven't been forced into it yet by competitive pressures. In other cases, newspapers continue to enjoy relatively high penetration of their markets. An example of the latter situation is the Schenectady (N.Y.) Gazette, which reaches 75 percent of its city zone. "There isn't too much left to cover,"



says Circulation Manager Ernest R. Grandy.

Beyond the particular circumstances that might keep a newspaper out of total market coverage, some people in the newspaper business raise fundamental questions about the concept, such as costs associated with it.

Katharine Graham, chairman of The Washington Post Co., said at the 1983 annual conference of the Audit Bureau of Circulations that TMC "may not be a totally satisfactory solution" to satisfying advertiser needs. "For one thing, it is expensive to develop and maintain. For another, it is not as profitable as ROP. Moreover, as costs, prices and competition increase, it may be difficult to convince advertisers to foot the bill for TMC as well as regular advertising."

Graham advocates improving the daily newspapers as the best long-term way to ensure a healthy newspaper. "It's up to us to deliver quality as well as quantity," she says. "I think a quality product is the best way to develop, keep and satisfy the kind of customer all advertisers want. Quality attracts quality."

Graham gets few arguments there. But Thomas P. Sexton, advertising manager of The Sun in Lowell, Mass., also says that, realistically, a newspaper must strive to improve ROP performance *and* capture its share of the preprint market.

"You've got to do both," he says. "As long as the preprints are out there, you've got to get your share. . . . If you don't do it, you're going to lose" an important part of the market.

Postal issues. About one fact there is no dispute: The U.S. Postal Service is a key player in the contest between newspapers and direct mailers. According to the 1983 survey by the International Circulation Managers Association, 71 percent of responding newspapers used the mails for their TMC programs, whereas ICMA's 1980 survey showed that most were relying on their own carriers.

Even though so many newspapers, like direct mailers, now use third-class for mailing their TMC products, the industry's position is third-class rates are too low and should be raised. "If you look at the big picture, you see that while those third-class advertising mail rates are low, first-class rates have been spiraling upward at a dizzying pace," says Otto A. Silha of Cowles Media Co., chairman of the Joint Postal Task Force formed by ANPA, NAB and the National Newspaper Association.

Not all newspapers subscribe to that position, however. For instance, The Montana Standard of Butte recently folded a third-class TMC operation in Bozeman, about 90 miles away, because the third-class postage costs were perceived as prohibitively high. "Unfortunately for us, the amount of effort that we had to contribute to it every week was in excess of the money we could make," says Publisher Donald W. Berryman.

A second controversy swirling around the Postal Service involves the detached mailing labels used in the delivery of marriage mail. The newspaper industry task force maintains that the postcard-like address labels get a free ride inasmuch as no separate postage is paid for them, and that sometimes they arrive at households on different days than the marriage-mail materials. To remedy the latter situation, USPS recently issued rules requiring the detached labels to carry a message asking recipients to notify the post office whenever it happens.

ANPA has asked the Postal Rate Commission to review the use of the labels. Advo, their biggest user, has argued that detached labels promote USPS efficiency and therefore save time and money. Postal officials have said the same thing.

The latest twist to the detached-label issue came in early March when Advo, as an alternative to relief sought by ANPA, proposed in the current general rate case a new subclass of third-class mail that would have allowed elimination of address labels altogether. The commission March 20 decided not to consider the proposal.

Second-class use. The third-class concerns, though looming large, are not the newspaper business's only postal agenda items. Another major one stems from fears that the growing use of second-class mail for delivery of TMC jeopardizes the historical mandate of that mail classification: to deliver time-sensitive information with all due haste at relatively low cost. It is a precious service for many newspapers, especially small dailies and weeklies.

Increasing numbers of publishers and postal officials over the past year have interpreted second-class regulations to apply also to TMC products. They are relying heavily on a part of the USPS Domestic Mail Manual that allows second-class publications to publish "extra issues or editions . . . for the purpose of communicating additional news and information received too late for insertion in the regular issue" and "not intended for advertising purposes."

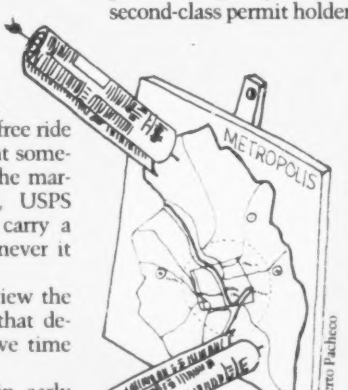
They also are relying on postal "sampling" rules to permit use of second-class for their TMC products. Those rules allow some promotional non-subscriber copies to be mailed at the lowest possible second-class rate.

Use of second-class in this fashion can result in lower postage costs primarily because of congressional funding for second-class mail. But using second-class in this manner has caused concern on behalf of some newspaper executives.

Max M. Heath, vice president/executive editor of Landmark Community Newspapers, says he is especially concerned about the effect second-class TMC might have on that congressional funding that helps hold down second-class rates—particularly the "in-county" category on which many small, generally rural newspapers depend for much of their circulation.

Some second-class TMC vehicles' "newshole" has been filled with the kind of local "news" not found in the paid paper—club photos, for example. Others have carried wire-service features. "Based on my understanding of the history of second class," says Heath, "somebody is stretching the regulations further than they've ever been stretched."

The National Association of Advertising Publishers, a trade association representing 400 free-paper publishers, has said "this new interpretation" of second-class regulations "could have serious effects on many shopping guides." NAAP said the new practice is "giving an unfair competitive advantage to many second-class permit holders."



Alberto Pacheco

The rules are far from clear, and Postal Service headquarters has begun to question whether some of the second-class TMC vehicles are entitled to second-class rates. In fact, USPS has told some newspapers engaging in the practice that they must start paying third-class rates for their TMC mailings.

At least one newspaper receiving that order, The Press Democrat of Santa Rosa, Calif., filed an administrative appeal March 1. The newspaper said it would correct any technical violation of postal regulations but will resist changes it feels are based more on a postal

official's opinion of what is proper than on actual language of the regulations.

Second-class TMC also has been challenged in court by a shopper company in Northeastern Minnesota. Manney Inc. of Hibbing has asked the U.S. District Court in Duluth to enjoin the Postal Service from allowing the twice-weekly, paid-circulation Pine Knot and Billboard of Cloquet, Minn., to provide the service.

But proponents see second-class as a legitimate, cost-effective way to distribute non-subscriber products. "We don't make the rules, we just follow them," avers Edward R. Campbell, advertising marketing manager of The Macon (Ga.) News. The paper produces the "Bibb Neighbors" edition, which is delivered to all daily subscribers in Bibb County, Ga., in the Tuesday edition and mailed second-class to non-subscribers the same day. The switch from third-class mail is saving the newspaper 40 to 50 percent on the postal bill, Campbell says.

Publishers following second-class TMC developments say that unless the Postal Service changes its mind about allowing second-class TMC or unless the practice is struck down in court, many newspapers likely will take advantage of the generally lower rates.

Regardless of the classification, executives say one of the biggest reasons for using the mails is to deliver TMC products to targeted ZIP-code areas.

Another advantage is that advertisers can be more easily convinced that the TMC product will reach the desired households. "For the most part, mail delivery gives the program more credibility," says Alexander of the San Jose daily.

However, some newspapers still prefer using their carriers for TMC. Newsday, for example, gets reliable delivery from its carrier force at a cost less than USPS would charge, according to marketing executive Targe.

Another newspaper firm that has found success using carriers for TMC is the Courier-Journal and Louisville Times Co. It has three zoned TMC weeklies delivered to both subscribers and non-subscribers, plus a weekly Jefferson County Shopper and a preprint-only delivery program on Sunday in parts of nearby Indiana.

Like Newsday's circulators, the Louisville staff routinely makes follow-up contact with non-subscribers to ensure they are getting the free products. "You have nothing unless you have credible delivery that the advertiser accepts," says Circulation Director David Thomas.

Shoppers' suits against dailies involve 4 points

BY PAMELA J. RILEY

Four central issues involved in the growing number of antitrust suits by free-distribution papers against daily newspaper total-market-coverage programs may be addressed in the upcoming appeal of the only such case to go to trial.

If the 4th U.S. Circuit Court of Appeals resolves the issues in the appeal of the Newport News, Va., Daily Press Inc. case [**presstime**, Jan. 1984, p. 34], it could affect the outcome of pending and future suits brought by shoppers similarly alleging that a daily newspaper is attempting to monopolize the market by setting its TMC rates predatorily low.

First, the court may be asked to determine how costs should be allocated to a TMC publication in order to determine if its rates are too low.

The Daily Press had argued at trial that TMC rates set above "average variable costs" should be presumed lawful. Average variable costs are those costs that are actually caused by the TMC, such as paper, ink and postage.

Under this incremental cost standard, if no additional labor, facilities or equipment is needed to produce the TMC, those preexisting costs would not be allocated to it. In essence, the newspaper would be entitled to make use of its excess capacity and any cost advantages it has over its competitors.

Plaintiff shoppers oppose this analysis on the grounds that it gives daily papers an unfair advantage in setting rates. They argue that a portion of the newspaper's overhead should be allocated to the TMC.

A *second* issue that may be raised on appeal is whether a newspaper can introduce and for how long it can sustain an unprofitable new product.

Depending on the facts, antitrust law does not prohibit new products from causing short-run losses where long-run losses will be minimized. For example, the court may decide that a newspaper is permitted to operate a TMC publication at a loss, if otherwise it would lose major advertisers from its daily newspaper.

In resolving this question, the court also may review to what extent a daily paper is setting its rates to meet the competition from direct mail.

A *third* issue in the Daily Press case is the very important question of how the market for these products should be defined.

If the product market is defined narrowly as periodic print publications containing local advertising, a daily newspaper is much more likely to have monopoly power and be faced with greater restraints.

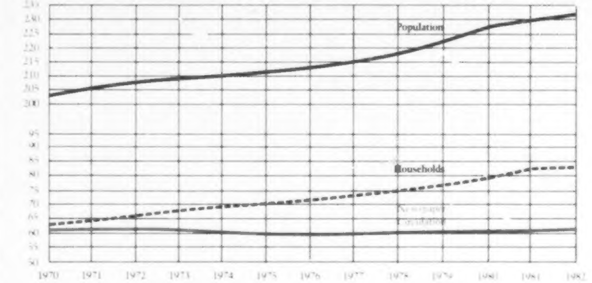
If, on the other hand, the court includes direct mail in its product definition, a newspaper TMC publication may be viewed very differently. Courts may not now be aware of the substantial changes taking place throughout the newspaper business, including the increase in preprinted advertising supplements, zoned-edition capability, saturation coverage and competition from shared-mail programs.

Finally,, the court may examine what evidence a jury should be permitted to consider in determining predatory intent. The question is whether cost coverage alone should be determinative, or whether factors giving the appearance of predation—such as when, where and why a newspaper offered its new product—are relevant.

The appellate court may focus instead on narrower questions unique to the Daily Press case, such as whether damages can be presumed if the plaintiff fails to demonstrate lost profits. Ultimately, though, these broader questions will be resolved by the courts and will determine the flexibility of daily newspapers to compete in their markets.

Riley is ANPA assistant general counsel.

U.S. daily newspaper circulation versus numbers of households and total population (1970-82)



Sources: ANPA, Editor & Publisher, Bureau of the Census, U.S. Department of Commerce

Other concerns. Another major concern of newspapers is whether their TMC programs might give rise to antitrust lawsuits filed by competitors. Legal experts predict an increase in such litigation in the coming months and years. The first wave already has broken. A U.S. District Court jury in December found Daily Press Inc. of Newport News, Va., guilty of attempting to monopolize newspaper advertising with its total-market-coverage program. It was the first time a jury had found a paid daily guilty of attempting to monopolize with TMC. (See story, preceding page.)

A key question in that and similar suits has been whether the paid publication has unfairly subsidized the TMC program and thus unfairly competed in the marketplace.

There are major industry questions about what constitutes profit and loss for TMC. For example, must the paid daily allocate some costs for the press, building, heat and other general operations to its TMC product? Or may it count only the extras such as newsprint, ink, editorial and advertising time, etc., needed to produce the free paper? Although the Daily Press case resulted in a finding for the plaintiff, observers say it did little to clarify these complex issues.

Publishers are reluctant to discuss publicly whether they are turning a profit with their TMC because of the obvious legal implications.

Questions of law don't stop there. TMC controversy in the legal arena extends even to the name. Since February 1978, Advo has held a trademark on the term "TMC," referring to a total-market-coverage service it offered to newspapers. Under the service, Advo helped newspapers develop and maintain computerized mailing lists for total-market-coverge projects. The company has objected to newspapers' use of the term TMC for their own, independent programs.

ANPA has asked the U.S. Patent and Trademark Office to cancel Advo's exclusive rights to the term, arguing that TMC is a generic term that was used in newspaper circles long before Advo obtained the trademark [**presstime**, Jan. 1984, p. 41]. One of the earliest places it was used was at the Bucks County Courier Times, where the TMC mailing program is nearly 15 years old, says Friend.

Asking the government to deny ANPA's request, Advo subsequently charged that the Association has engaged in "a campaign of unauthorized use" of the TMC trademark to "create in the public record" an appearance that the letters had become descriptive of a general industry practice or had been abandoned by Advo.

The dispute is unresolved.

Although the term TMC for total market coverage appears to be the most widely used generic name for non-subscriber products, literally dozens of different names have been used: "CHAMP," for Complete Household and Mail Penetration; TMD, for Total Market Distribution; TMS, for Total Market Selling or Total Market Saturation; NDC, for Non-duplicated Coverage; MAP, for Metro Area Preprints; PNP, for Patriot News Plus—which "Packs More Power Than TNT"; EMC, for Extra Market Coverage; and on and on.

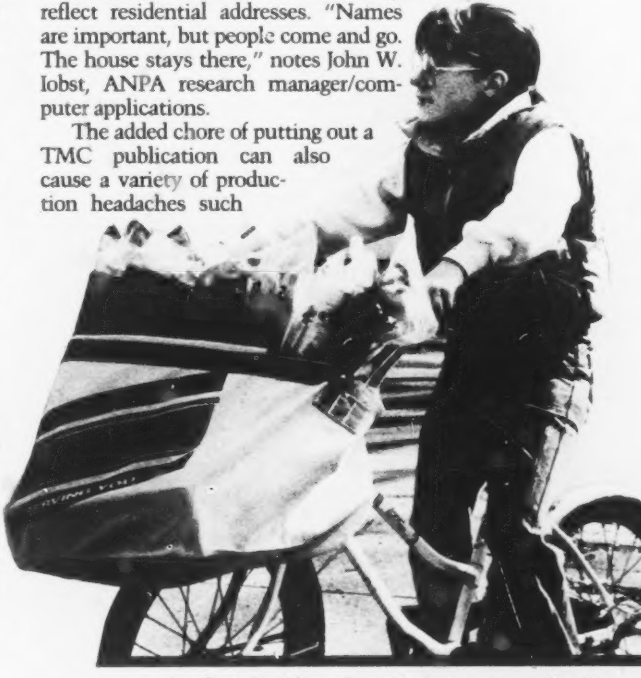
There are many less-controversial aspects to TMC that nonetheless demand significant management time. One is the need for an accurate list of subscribers and non-subscribers. Most newspapers now have computerized lists that can be quickly and easily updated with subscription stops and starts. But problems with mailing lists have caused more than one newspaper to stumble in initial TMC attempts.

The Patriot and The Evening News of Harrisburg, Pa., last October mailed a broadsheet publication designed to reach people not subscribing to one of the daily papers. It contained primarily local advertising and stories picked up from the Patriot and the News.

However, the mailing list developed for the project proved to be full of what Advertising Manager James A. Shoop called "excessive duplication," and the operation was put on hold after distribution of the 30,000-circulation first issue. One reason for the inability to come up with an accurate list of non-subscribers was that "unfortunately, we have a carrier system that is part owned by us and by somebody else," Shoop reports. The carriers' list of subscribers was deficient, and thus many people who by process of elimination made the non-subscriber list turned out to be loyal readers of one of the Harrisburg dailies.

Besides the need for accurate names of subscribers and non-subscribers, the lists should accurately reflect residential addresses. "Names are important, but people come and go. The house stays there," notes John W. Iobst, ANPA research manager/computer applications.

The added chore of putting out a TMC publication can also cause a variety of production headaches such



Alberto Pacheco

Youth carrier delivers Newsday Extra to non-subscribers.

as squeezing in a press run between regular editions, finding space to store stacks of TMC products and—the migraine of many a production chief—getting the ad supplements inserted efficiently.

The goal of inserting supplements during entire press runs at full speed continues to be a difficult one to achieve. Some observers say that because inserting equipment tends to be so susceptible to jamming and other maladies, newspapers have been known to resort to the old method of stuffing by hand. The Register of Santa Ana every week hand inserts several million pieces, says Howard L. Grothe, vice president for advertising and supervisor of the TMC program.

The editorial product. Another major consideration for publishers is the extra burden a TMC operation places on editorial and advertising departments. Often they are called upon to create the newspaper's TMC offspring. Sometimes the ad staff is charged with the whole operation—selling the ads and filling the surrounding columns with articles.

Regardless of who does the job, editorial content of TMC publications varies widely. Some use prepackaged, ready-to-run material such as recipes, television listings and syndicated features. Some hire a local news staff and turn their TMC into a quality, local-news weekly. Many TMC publications run stories previously published in the paid paper.

The Tampa Tribune has a small staff in the advertising department that picks out stories in the paper for subsequent publication in four zoned, weekly TMC products. "It's an effort to give people a sample of what they could be getting in the daily paper," says Elizabeth Taylor, special sections editor.

The San Jose Mercury News has a separate news staff for its four TMC editions. The content "gets awfully close to being chicken-dinner news for a metropolitan area," says ad executive Alexander. However, he reports that it "seems to be working extraordinarily well. . . . The editorial department literally has a steady stream of [letters] from people saying how much they like to read the local news."

The Register of Santa Ana also strives to present local news with a separate news staff assigned to its multi-product TMC program. "Our basic goal is to be everything to everybody in this community," says Register Editor N. Christian Anderson. "One of the goals of this project is to show [non-subscribers] how strong we are."

Most TMC publications—including some of the paid dailies' marriage-mail programs—use their free products to promote paid circulation. Some companies report success with this self-promotion technique. But overall, the verdict is still out on whether the technique will make much of a dent in restoring the full vigor of ROP advertising.

Similarly, many advertisers still have not passed judgment on whether they're getting the best dollar value with newspaper TMC. One reason is newspapers' limited evidence to prove their free-circulation claims.

Several companies currently provide auditing services for papers that are distributed en masse and for free. Among them are the Verified Audit of Circulations and the Certified Audit of Circulations. However, they lack the formidable reputation and clout of the granddaddy of the field, the Audit Bureau of Circulations, whose current policy is to audit only publications that are sold to readers.

Most daily newspapers have their paid circulation audited by ABC, and some publishers think the bureau should branch out into the TMC-audit field to help them build credibility for their TMC programs.

Friend of the Bucks County Courier Times, who serves as chairman of the eight newspaper representatives on the 32-member ABC Board of Directors, says a proposal for the ABC to audit total-market-coverage programs was introduced four years

Head of Advo traces growth of shared mail

The head of Advo-System Inc. says the success of Advo's marriage mail service "has forced newspapers to wake up from their cozy monopolistic slumber and pay attention to their customers."

John A. Valentine, president and chief executive officer of the Hartford, Conn.-based firm, made his remarks as part of Advo's written testimony in the current U.S. Postal Service rate case.

He explained the role of direct-mail advertising and the evolution of his direct-mail company, which this year expects to handle more than 2.3 billion pieces of shared or "marriage mail"—about 85 percent more than in 1983.

The filing with the Postal Rate Commission provides perhaps more detail of Advo operations than has ever before been made public [presstime, Aug. 1983, p. 9].

Valentine, who describes marriage mail as a "huge entrepreneurial risk" for Advo, said the program is succeeding because it fills "the previously unmet need of the retail industry for cost-effective saturation distribution of printed retail advertising—a need which newspapers were unable or unwilling to meet."

He added:

"The reason for the newspapers' inattention is obvious. Until shared mail came along offering retailers an alternative, the newspapers had no competitive incentive to listen to their advertisers. Now they do."

Valentine, who has headed Advo since 1975, said the company has been in the direct-marketing business 55 years. It began as a "hand delivery service" but for the last 34 years has dealt exclusively with direct-mailing.

Advo now has more than 16,000 advertising clients covering "the full spectrum from the large national retail chains to more than 11,000 small, local businesses throughout the nation," he said.

Advo's total mail volume now is divided almost equally between traditional single-piece or "solo" mailings and shared mail that is presorted to the carrier route. In all, the firm this year anticipates mail volume of about 4.5 billion pieces. Its postal bill will exceed $350 million, he said.

In 1980, Advo accounted for 1.69 billion pieces, of which only 39 million were in the marriage-mail category, according to Valentine. By 1983, it had increased its marriage mailings to 1.246 billion pieces, accounting for 7.4 percent of the 16.7 billion such pieces handled by the Postal Service.

Valentine gave three main reasons marriage mail has grown so dramatically. "First and foremost," he said, was the need of retailers "for a low-cost method of distributing saturation advertising circulars." "Solo" mail met ago. It failed. Now it is being reconsidered.

Friend says arguments for TMC audits by ABC are that TMC is expanding rapidly, and demand for ABC audits is rising; and that Sears, K mart and other retailers want the prestige of ABC-audited numbers for free-circulation papers "because they're actually buying a pig in a poke now" with no assurance that circulation claims are true.

Arguments against TMC audits by ABC, Friend says, are that newspapers could "put on their best face come verification time" and raise free distribution to the maximum; the integrity of ABC could be jeopardized if such figures were inflated; and the bureau could be forced to review all approximately 10,000 shoppers, not just ABC members.

Future prospects. The auditing question, like most of the issues surrounding TMC, likely will persist. Publishers say TMC will be around at least until advertisers eschew supplements in favor of ROP. And that's not likely to happen any time soon.

Brennen, the former Advo executive, underscores the point. He believes the vast majority of newspapers still are ill-equipped to handle all of advertisers' needs, even though they may have a TMC program in place.

In addition to in-house improvements, Brennen says the newspaper business should consider unified action to make TMC more attractive.

He has suggested that the industry consider establishing a "national set of operating standards for newspaper TMC programs, covering all aspects of operations. Let's design a set of standards that will allow us to present a coordinated, consistent concept to any advertiser in the country."

Among areas of possible standardization for diverse newspaper markets, he says, are mailing lists, setting carrier-route boundaries according to ZIP code, differentiating households from businesses, separating single-copy sales so that advertisers have the opportunity to buy racks separately, mailroom standards for folding, etc., and other actions.

Brennen also encourages newspapers to form networks to sell preprint space. The key is to make newspaper purchases easier. "Until then, they're not going to be able to combat" their marketing problems, he says.

W. Terry Maguire, ANPA vice president/general counsel, cautions newspapers that networking "is an untested area. It requires review and planning."

Grothe of The Register says attempts have been made to put a network together in his Southern California area, but he echoes sentiments of Brennen. "Getting a bunch of publishers to agree on something is almost impossible," he says. Moreover, "By the time you get done talking to the Justice Department and your own lawyers, you get so darned disgusted you don't feel like doing anything."

However, two networks have been formed among 45 newspapers in non-contiguous markets in Kentucky, Tennessee, North Carolina, South Carolina, Georgia and Virginia [presstime, Nov. 1983, p. 17]. They were organized by the Atlanta office of Landon Associates Inc., an advertising representative firm.

And the Newspaper Advertising Bureau is organizing a test network among daily newspapers in North Carolina. Fred Crisp, advertising director of The News and Observer and The Raleigh Times, says about 50 dailies—nearly every one in the state—have agreed to participate.

Such networks and other devices designed to saturate the marketplace, or selected parts of it, with advertisers' messages will be increasingly important for the newspaper business as it competes against the evolution—indeed, the revolution—of untraditional advertising outlets.

Like it or not, experts say TMC probably will play a major role in preserving newspapers' market strength—and ultimately in preserving their power as purveyors of information.

the target-marketing needs but was more expensive than delivery as a newspaper insert.

The second factor was that "newspapers by and large were ignoring that need of their advertisers," he claimed.

Third, Valentine said, "was Advo's ability to see an opportunity and its willingness to take on a huge entrepreneurial risk to make the shared mail concept work."

Sara Krulwich, The New York Times

Valentine (left) with Blair Marketing President Robert A. Hemm

Advo's shared mail activity started in March 1980 as a "tiny program" in the Los Angeles area, he said. The previous month the company had acquired proprietary rights to the term "marriage mail" by purchasing a California-based firm called Marriage Mailers of America. It attempted to obtain a trademark for the term but was turned down by a hearing examiner of the U.S. Patent and Trademark Office. An appeal of that decision is pending.

In June 1981 Advo expanded its shared mail to the Houston area. Other markets followed.

But Valentine said Advo was forced to leave a number of markets after the November 1981 third-class rate increase from 6.4 to 7.9 cents per piece. There now is a "constant state of competitive flux," he continued. "We gain some customers but lose others to our competitors in a daily competitive environment that forces us continually to improve our sales effort and our product." The biggest competition is newspaper insert distribution.

Valentine said Advo's marriage-mail service started with national and regional retailers. In 1980 it had 4,000 such clients.

"Much to our surprise, we discovered that after an initial developmental period in a given market, we began attracting small local business advertisers in large numbers." Advo served the usual range of retail outlets including food supermarkets, furniture stores, car dealers, restaurants and others. But it also picked up service and professional businesses like "home repair and remodeling, lawn services, doctors, dentists—almost any kind of retail service business you can name," according to Valentine.

In fact, Valentine said a "critical element" of shared mail is "this symbiotic mixture of major retailer and small local business advertising. Each component adds reader interest to the package. Each contributes to the overall success of the concept. And each type of business derives substantial benefits from the concept."

Advo has a sales force of 400 people, he said.

A YOUNG FREE PRESS

Growing pains in Spain

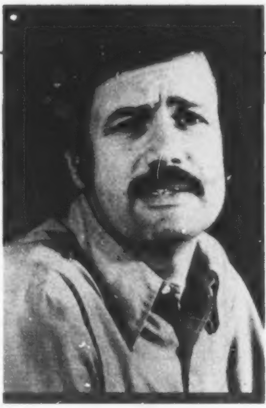
BY GEORGE P. KENNEDY

In a span of two weeks last October, Spain's leading newspaper carried four stories that together told a good deal about the growing pains of a free press.

- On Oct. 16, the newspaper, El Pais, announced the creation of the country's first investigative reporting team. Investigative reporting, the story noted, is "a journalistic formula for going deeper into the news practically unknown in Spain."
- On Oct. 19, a committee of the national legislature approved a bill providing a right of journalistic correction, "by which the director of an information medium will see himself obliged to correct any false information in the space of three days," following a complaint. If the director were to refuse, the aggrieved party could go before a judge, who could order immediate publication.
- On Oct. 24, the Constitutional Court considered the appeal of a free-lance journalist named Xavier Vinader, who had been sentenced to seven years in prison for the crime of "professional negligence." In two magazine articles in 1979, Vinader published the names of several men identified by a former policeman as right-wing extremists in the Basque region. Two of those named were later murdered by leftist terrorists. In November, the court denied the appeal.
- And on Oct. 26, the Council of Ministers approved government subsidies for the year totaling about $20 million for the country's approximately 95 privately owned newspapers.

Only the Vinader case made the front pages, even in Spain. Not even it attracted much attention outside the country. But at a time when the freedoms of speech and press seem to be in retreat around the world, it may be worthwhile for journalists to pay some attention to Spain. Europe's youngest democracy, which celebrated on Dec. 5, 1983, the fifth anniversary of its constitution, already has developed one of Europe's best newspapers and a flock of vigorous—sometimes vicious—competitors. A look at Spain also reveals an array of problems outside the experience of most North American journalists. But these problems are facts of life in nations that, like Spain, lack the U.S. traditions of freedom and prosperity.

The leading innovator. Any discussion of the strengths of Spanish journalism has to start with Madrid-based El Pais. It has been called The New York Times of Spain, a comparison that in some ways does not do justice to El Pais. Like the Times, El Pais is the most respected paper in its country. Like the Times, El Pais is deadly, sometimes dully, serious in layout and content. However, El Pais also is by far the biggest and richest of Spanish papers. Most importantly, and also unlike the Times, El Pais is a pioneer. The Times has usually lagged a few steps behind the innovators, adopting and improving on others' ideas. El Pais, by contrast, is widely credited with having imposed on Spanish journalism a whole new approach, often labeled the "Anglo-Saxon style." Investigative reporting is only its most recent manifestation.



Spain's young democracy has already spawned one of Europe's best newspapers and many vigorous — even vicious — competitors.

George P. Kennedy

Spanish newspapers, even before the 40 years of dictatorship that followed the 1936-39 civil war, emphasized commentary, especially discussions of the arts and philosophy, rather than reporting. The Franco years—with press controls that included censorship, frequent seizures of offending publications and prosecutions of journalists—strengthened that emphasis. The tradition lingers in the older papers, including the best-known, La Vanguardia of Barcelona and ABC of Madrid. Even El Pais and its dozens of followers devote far more space to literature, dance and music than do papers in the United States.

But, with El Pais in the lead, the Spanish press is moving into aggressive news reporting. Spanish reporters are starting to ask hard questions, challenge official versions, compete for news. For example, El Pais, ABC and Diario 16 all were enterprising in their coverage of the Madrid airport disasters of November and December. Stories and editorials explored questions ranging from the pilots' skills and state of mind to equipment shortcomings at the airport.

The editor of El Pais is Juan Luis Cebrian, not yet 40, who has held the post since the newspaper's founding in 1976. His 175 journalists use Atex video display terminals in a carpeted newsroom to produce a paper that now has a circulation of about 350,000 daily and 500,000 Sunday. El Pais, a tabloid, like all Spanish papers, has correspondents stationed in every major European capital, the United States, the Middle East, Latin America and Japan. Composed pages are transmitted by laser beams to a second printing plant in Barcelona. Last year, the paper's profit was about $4.5 million.

The rest. It's a long way down to second place among Spanish newspapers. Democracy has brought a rush of new papers, about 40 dailies since 1976, all with young staffs and high hopes. They have the American style as a model and El Pais as inspiration. Nearly all, though, are small and local. A survey by the journalism school of the University of Navarra in Pamplona found that the typical new paper has a circulation of less than 10,000 and a staff of 14 journalists. Other than El Pais, only two of the new papers have circulations of more than 100,000. Only one, Diario 16, is national in scope.

Second to El Pais in circulation is 102-year-old La Vanguardia of Barcelona, with 195,850 daily, heavily concentrated in the region of Catalonia. Probably second in national influence is ABC, circulation 133,945 daily. ABC is the voice of the

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Kennedy, a member of the presstime *Advisory Committee, is on the faculty of the University of Missouri School of Journalism. He recently returned from a sabbatical in Spain.*

democratic right. (That is an important distinction in Spain, because there remains a vocal though declining anti-democratic right, with its own newspaper, El Alcazar, "The Fortress.") ABC has increased circulation and taken on a harder edge under a new editor, formerly chief of the government-owned news agency, EFE. ABC now regularly attacks El Pais and Editor Cebrian, referring to the paper as the "morning manipulator."

Second to none in ambition is Diario 16, published by a company that also owns Spain's best news magazine, Cambio 16, which resembles in tone and content The Economist of Britain. Diario 16 was founded just six months after El Pais and was modeled on Newsday of Long Island, N.Y. Today, several editors and changes in approach later, it perhaps looks and reads more like a North American paper than any other in Spain. Its current appearance is patterned after USA Today, says 31-year-old editor Pedro J. Ramirez, including the full-color, back-page weather map that appears on Fridays. It is the only paper in Spain that regularly publishes news photos in color. Its editorials are shorter and punchier than those of El Pais or ABC, its tone livelier, sometimes sensational.

Ramirez reacts sharply to any suggestion that he may be playing "New York Daily News" to El Pais' "Times." He admits, "We are a very strange paper," neither elite nor popular in the British sense. He regards El Pais as "arrogant" and wants his paper to be equally respected, which it now is not, either by fellow journalists or advertisers. He also wants to lead the Spanish press into lifestyle coverage, now notably missing from papers devoted mainly to politics, economics, culture and sports. Like many U.S. papers, Diario 16 now publishes a special-interest section every weekday. To the usual list of sports, home and weekend sections is added a bullfighting section.

Diario16
SOLUCIONE CALVICIE
EL ALCAZAR
«Exigim...s el derecho de autodeterminación de Euzkadi»
ABC
HA MUERTO JOAN MIRO

Economic doldrums. That is the least important of the ways in which this most Americanized of Spanish newspapers remains Spanish. The most important, and most disturbing, characteristics Diario 16 shares with its competitors are economic. Despite its lively tone and national scope, it has relatively low circulation (about 150,000 at the end of 1983) and insufficient advertising. Ramirez estimates that it will make a profit this year for the first time in its history.

According to one industry expert, only El Pais and two regional papers in the north are economically healthy. Four of the six national papers are reported to be losing money, kept afloat either by subsidies from profitable affiliates, as in the case of Diario 16, or from ideological supporters, as in the cases of ABC, El Alcazar and Ya, the leading Catholic paper. Even among the local papers, close to half are estimated to be losing money.

The causes of this economic anemia are rooted in Spanish history, in the country's current deep recession and in the bizarre legacy of the Franco era.

For one thing, newspaper reading in Spain is a habit mainly of the upper classes and not universal even among them. The 40 million Spaniards buy 3-3.5 million newspapers daily. That ratio of less than 90 papers per thousand inhabitants is less than the 100 per thousand used by the United Nations as one criterion for judging whether a nation is economically developed. A national survey in 1983 showed that only 34 percent of the respondents read daily papers.

Low readership, coupled with overall economic crisis, means scant advertising. Spain's newspapers divided only about $300 million in advertising in 1982, according to a J. Walter Thompson survey. For the first time in four years, newspapers reclaimed the lead in advertising from television, which in 1982 had 31 percent of the total to 35 percent for newspapers. Magazines had 15 and radio 13 percent.

Worse, the privately owned papers are forced to compete for both audience and advertising with the government itself. As in many countries, the government owns the only two nationwide television channels. The regional governments own the regional channels now in development. The national government also owns about one-third of the nearly 300 radio stations, and the government radio network boasts by far the biggest and best news operation. By contrast, both lack of quality and lack of independence in television news is widely deplored. Although most of the government radio stations sell advertising, the bulk of the budget for both state-owned radio and TV comes from television advertising. The socialist government's goal is for its broadcasting operations to be totally self-supporting by next year. Whether privately owned television will be permitted to join the competition is being argued.

Strangest of all, the Franco regime bequeathed to the new democracy a chain of government-owned newspapers. At its height, this chain—still the only newspaper chain in Spain—had 35 papers. A dozen have already closed. All but one of the remaining 23 will be put up for auction this year. Any not sold will be closed.

Another anachronism adding to the competition is the 23 weekly newspapers published by the country's press associations, the main union of journalists, which served during the dictatorship as the mechanism for controlling entry to the profession. Even before Franco, and until the late 1970s, these Hojas de Lunes ("Monday sheets") had a legal monopoly on that day. With the monopoly broken, the Hojas are declining in sales and income, but one still exists in every major city.

Much state aid. The economic inheritance of the fledgling free press, however, also includes a system of state aid far beyond anything known, or anything tolerable, in the United States. Direct aid takes three forms.

The first and oldest is really a method of protecting Spain's traditionally inefficient newsprint industry. Newspapers are required to buy substantial amounts of domestic newsprint, which publishers regard as both more expensive and lower in quality than imported stock. A government subsidy paid to the papers helps cover the difference in cost.

Every daily also is eligible for a state payment, amounting to only a fraction of a cent, for every copy sold. This payment takes some, but not nearly all, of the sting from a circulation system inherited from the dictatorship that stifles growth but that has so far resisted challenges. With few exceptions, if you want a newspaper in Spain, you must go to a street-corner newstand to buy it. Home delivery is rare (El Pais has only about one percent subscriptions; Diario 16 even less; La Vanguardia leads with only 38 percent). Vending machines are non-existent. Inefficiency is forced. ABC, for example, printed an average of 167,000 papers daily in 1983, but the newsstands returned more than 30,000 unsold, according to the Spanish publishers' association.

The third form of subsidy points to a hope for the future. This subsidy is in recognition of the fact that most of Spain's papers are lagging behind the technological revolution. Perhaps 40 percent still are printed with hot metal. Front-end systems are less common than manual typewriters. For the last several years, publishers have been able to get government aid in modernizing. The new government reportedly is working out a mechanism to reduce the likelihood of pressure or favoritism.

Legal questions. The future of freedom in Spain, however, depends even more on another set of evolving mechanisms—those of the law. So far, the prospects seem mixed. Some portents are ominous.

Article 20 of the Constitution of 1978 guarantees to all Spaniards the right "to communicate or receive freely truthful information by any means of diffusion." Journalists are also guaranteed the right to maintain "professional secrecy" as to sources and the right to a "clause of conscience," which assures compensation for an employee who resigns over some conflict in philosophy. The consumers and the subjects of journalism are guaranteed protection of "honor, privacy, reputation and the protection of youth and infancy."

El Pais, a tabloid based in Madrid, has been called The New York Times of Spain; it is both the biggest and richest of Spanish papers and has introduced an 'Anglo-Saxon style' of journalism to the country.

EL PAIS

La alternativa de poder ha fortalecido la democracia, afirma el Rey

In the United States, nearly 200 years of interpretation by statute and court decisions have not resolved the conflicts between First Amendment guarantees and other individual rights. In Spain, the laws to implement constitutional guarantees are still being written. Meanwhile, those who would exercise the right to communicate freely must do so under the rules of the existing press law and of the penal code.

One of the first proposed implementing laws concerns the right of correction. As passed by the lower house of the congress, it would permit court-ordered "corrections" of opinion and interpretation as well as of fact. It would not permit appeal of such a court order. After a furor in the press, it seems likely that the Senate will change those provisions.

In effect, Spanish journalists will see imposed a limitation on freedom (such as the U.S. Supreme Court has barred here) in exchange for some explicit protections U.S. journalists have not won in Congress or courts.

The case of Xavier Vinader is governed by the general penal code rather than press law, old or new. The Spanish courts have stretched the concept of professional negligence to a degree unknown in the United States. The accuracy of Vinader's stories was not challenged in court. Nor was it established that the killers had obtained the names of their victims from his stories. Still, the lower courts held that he knew or should have known that what he wrote could lead to harm. The implications of the decision were spelled out by Diario 16's Pedro Ramirez in a column in which he admitted having declined to pursue an important story for fear of Vinader-like consequences. Vinader was forced into exile, but voluntarily returned in February and entered prison, where he awaits word on a pardon. But even a pardon would not erase the "professional negligence" ruling.

The Spanish penal code includes no libel laws, but that is more a curse than a blessing. Other laws permit criminal as well as civil penalties for offenses ranging from insults to the king to intrusions on the rights of honor, privacy and reputation. Reform of the penal code is not imminent.

Spain has no freedom of information or open meetings laws. Worse, according to journalists, there is no tradition of open government. "This is still a closed society," says one

All of these obstacles—the legal, the economic, the social—mean that this adolescent free press faces no easy maturity. The democracy must mature as well. Still, despite such obvious and abundant grounds for worry, many Spanish journalists see grounds enough for cautious optimism.

Juan Luis Cebrian articulates their hard-headed hope: "We have come far in less than 10 years. Ten years from now we will be better yet."

Yes, *if* newspapers can find the financing and expertise to modernize production and content, *if* the circulation bottleneck can be broken, *if* state control and state competition in both print and broadcasting can be reduced, *if* the emerging laws can be molded to implement the constitution's guarantees. . . .

The struggle in Spain will be worth watching and supporting. The success of freedom is important not only for Spain itself but because of the growing role Spain intends to play in influencing the emerging democracies of Latin America. Even though few are paying much attention, all Americans have a stake in what is happening in Spain. ☐

Legislation to restrict ownership of the French press advances. See story, p. 47.

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Blue jeans fading out as dress codes return

BY CLARK NEWSOM
presstime staff writer

Hot-weather togs were approved for workers at the Mason City (Iowa) Globe-Gazette—but only after a summertime air-conditioning breakdown. From left, Pat Burton, Sue Paulson, Howard Query, Lisa Determan and Mary Johnson.

Dress codes for newspaper employees appear to be coming back. Conservative dress is in, jeans and sandals are out.

Two decades ago, dress codes were common at newspapers, and big-city reporters were almost indistinguishable from insurance agents.

Then came a period when casual attire became accepted in many work places, as managers feared that enforcement of a dress code might give rise to lawsuits under Title VII of the Civil Rights Act of 1964, which prohibited employment discrimination. "A lot of employers were afraid of violating somebody's rights" if they tried to enforce codes, notes James J. McLaughlin, director of personnel and community relations for the South Bend (Ind.) Tribune.

Dress codes were abandoned or all but forgotten.

Today, there are definite signs that the pendulum is swinging back to dress codes, McLaughlin says, but adding that the change will be more "subtle" than "dramatic."

"There appears to be more acceptance (of codes) now," he says. "From what I've read, more employers have them in place."

There also are signs that the rigid codes of yesteryear have given way to more flexible guidelines, as exemplified by the evolution of the code of a California daily.

In the early 1960s, the paper's employee handbook stated:

"Personal appearance plays a big part in regard to what others think of us, both fellow employees and the public who visit our offices. Such impressions are extremely important to all of us, and every member of our organization is encouraged to be ever mindful of the significance of personal appearance. For the women, spotless grooming as evidenced by neat hair style, nice straight heels and stocking seams and conservative makeup, creates a favorable impression. Conservative good taste, cleanliness and neatness should be the watchword for any women in the business world.

"For those men in a department where business suits are a requirement, clothes should be clean and well-pressed and the shoes kept shined. For men engaged in work where informal attire is permissible, cleanliness and good grooming are still essential factors.

"Men and women alike should make daily use of an effective deodorant."

Today, in the section on personal appearance, the California paper's employee handbook contains only the first two sentences quoted above.

Business attire is in order for Robert V. Hall and Kim C. Keigley of the South Bend Tribune's ad department.

Many disputes. "The old codes were discriminatory," comments Gerald G. Moriarity publisher of the Mason City (Iowa) Globe-Gazette.

Indeed, there were numerous court cases and arbitrations involving such matters. A few examples of arbitration decisions give the tenor of the times:

- In 1966, the St. Paul (Minn.) Dispatch and Pioneer Press were directed to reinstate a copy boy who had been discharged for refusing to shave his beard.
- In 1976, The Detroit News was upheld in its disciplinary suspension of a circulation employee who ignored the company's ban against wearing body shirts, T-shirts and tank tops.
- In 1978, the San Diego Union and Tribune were found to have violated a labor agreement by requiring male employees in the data processing department to wear neckties. The decision was based on the fact that female employees were not subject to the same dress code provision.

In conducting recent research on the subject, Moriarity says he found that an employer can legally adopt and enforce a non-discriminatory code. "Common sense should prevail" in preparing and enforcing a code, he says.

His research was prompted by an incident in which a Globe-Gazette production employee on the night shift was authorized by her supervisor to wear shorts to work. An official in another department objected. Soon the situation mushroomed into a plant-wide debate on the issue of proper work attire.

Moriarity was inundated with unsolicited reports that some reporters were wearing cutoff jeans while on the job, that advertising paste-up people were wearing low-cut dresses with spaghetti straps, and that some workers did not wear certain undergarments.

Subsequently, the Mason City paper asked employees to offer their views as to what should be acceptable and unacceptable attire.

"There was almost complete agreement in the response from employees that we should dress appropriately as professionals," Moriarity says. The paper currently is revising its policy manual to incorporate employees' ideas. "We don't want to cramp anyone's life style," he says, but "sloppy is not acceptable."

Gerald W. Wright, director of personnel and industrial relations for The Tampa Tribune, says that at his paper, too, "There is a trend toward more conservative dress.

"Although the life style is more free in Florida than in the typical Midwestern town, extremes are never in good taste. But people are not so uptight as they were 20 years ago, and there has been a relaxing of attitudes by management," he adds.

What some codes say. The current edition of the Tampa daily's employee handbook states:

"The general dress code of The Tribune Co. is that all employees should be neatly groomed and dressed to conform to the current contemporary standards of the community. Extremes in dress or appearance should be avoided. Employees who are required to meet the public in their jobs (both inside and outside the building) should be dressed in such a manner as to be above criticism. Ladies should wear dresses or pant suits, and men should wear ties and jackets. It is the responsibility of individual department heads to see that employees' grooming and dress will not present hazards when working around mechanical equipment."

Wright says employees "generally conform" with the Tampa paper's dress code, enforcement of which falls to department heads.

Some newspaper executives report that the newsroom is where they have the greatest difficulty in getting employees to wear what the company considers proper attire.

But James R. Fall, general manager and former managing editor of the El Dorado (Ark.) News-Times, says it is not a problem at his daily. He says "most (editorial employees) go beyond the minimum" required by the paper's dress code, which has been in effect for about four years.

The News-Time code states:

"Jeans should only be worn in the editorial department when assignments call for jeans. Please do not wear jeans of any fashion unless you have cleared this with the editor and your assignment requires older clothing. Ties are certainly preferred for the men but not mandatory. Men present a more professional image in ties when representing the News-Times."

At The Athens (Ohio) Messenger, the employee handbook sets forth this rule on "personal appearance":

"Our objective in dress is to convey a businesslike appearance. For men, business dress has been dress shirts and ties inside, with sports or suit coat added outside except in the hottest weather. In production areas, uniforms or sports shirts are normal. For women, businesslike dresses, suits and coordinated outfits."

"We're not conscious of a dress code per se," says Richard R. Paynter, the Messenger's general manager. "We don't have to go around and enforce it. If people in the newsroom came in wearing bib overalls I think we'd talk to them."

Summing up the picture, ANPA's manager of personnel relations, Patricia P. Renfroe, says, "Newspaper dress codes should reflect not only a business need but also society's current ideas of dress and grooming." ☐

"Jeans should only be worn . . . when assignments call for jeans. Please do not wear jeans of any fashion unless you have cleared this with the editor and your assignment requires (it)."

PROFILE

Dick Johnson

Fate gives him a lift to the top

BY MARGARET GENOVESE
presstime staff writer

Richard J. V. Johnson

It is the kind of story that defines the word "fate": A young man in advertising sales and promotion needs a higher salary to support his family, but his employer—a state press association—informs him there is no money available for a raise. He leaves the office to go to lunch and gets into the elevator where he meets the general manager of the city's largest newspaper. "If you ever decide to leave your job, come around and see me," says the newspaperman. "How about after lunch?" replies the young man.

Bingo.

That's the way it happened 27 years ago for Richard J.V. Johnson, president of the Houston Chronicle Publishing Co., who is still rising in the newspaper business. At the upcoming ANPA Convention in Montreal, he will be nominated for election as the Association's chairman and president.

Johnson, 53, did not start out to be a newspaperman. He majored in marketing at the University of Texas and, after a two-year hitch in the Army, tried to break into the advertising business. "I thought I was the hottest copy writer that ever lived," he says. "After having been given several offers around the country at $35 a week in the mailrooms of the biggest agencies in the world, I decided I better come home if I wanted to eat."

Home meant Houston, where he applied for a job in the marketing department of Humble Oil & Refining Co.—now Exxon Corp. Johnson was in line for an opening there until a "little recession" intervened, and Humble decided not to fill the position.

About that time, the Texas Daily Newspaper Association was looking for someone to write sales presentations for its new advertising program. TDNA Senior Vice President John H. Murphy contacted a friend—the Humble ad director—who told him about the recent job applicant named Dick Johnson.

Johnson was hired and went to work at TDNA's offices, then located in the Chronicle building in downtown Houston. This set the stage for that chance meeting in the elevator a year and a half later with Chronicle General Manager Jake Butler. "When I look back, I can see that getting on the elevator with Mr. Butler is really the story of Dick Johnson's life," says Murphy, who encouraged Johnson to accept the better-paying job. "Time after time, he's gotten on the elevator, so to speak, at precisely the right time."

But, says Murphy, there is more to the secret of Johnson's success than "having that indefinable ability to be in the right place at the right time. He has always prepared himself to take advantage of his opportunities."

By the time he was named president of the Chronicle in 1973, Johnson had "served an apprenticeship in almost every non-editorial function" at the paper, observes a predecessor as Chronicle president, John T. Jones Jr.

His career path, from his initial hiring in 1956 until his elevation to president less than 17 years later, included the following stops: sales promotion writer, research and promotion director, assistant to the president, vice president/sales and marketing, and executive vice president.

For just over a decade, the tall (6'2") Texan has presided over the 459,225-circulation daily from a desk about as long as a couple of steers end to end.

Johnson is described by other Texas newspaper people as personable, energetic and highly competitive—but "not a strong believer in beating your breast in public or blowing your bugle too loud," as one Chronicle executive puts it. His greatest innovations at the paper, they say—and he agrees—were conversions of the Saturday edition from evening to morning publication, and of the weekday editions from p.m. to all-day publication.

At ANPA, Johnson has held a number of key positions including six years on the Board of Directors, the past two as vice chairman; chairman of a committee that facilitated new press designs for newspapers; and head of another panel that developed the implementation plan for presstime.

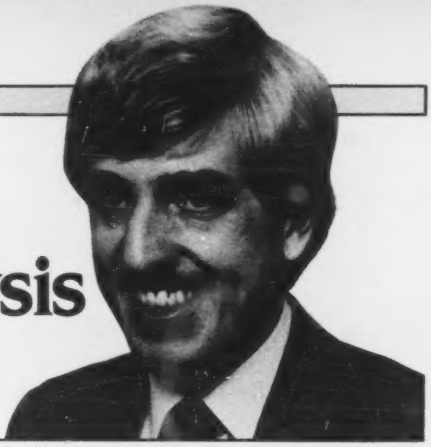
Johnson says he sees the next two years as a time for the Association to perfect internal operations after the 1983 consolidation of activities at The Newspaper Center in Reston, Va. Externally, he sees ANPA continuing to fight battles in legislative, judicial and regulatory forums in Washington, D.C., and elsewhere. He also says the Association probably will make a greater commitment to increasing membership, which currently stands at 1,385 newspapers.

For the newspaper business as a whole, Johnson says the challenges in the next two years will be coping with the problems associated with growth. Having just come out of a "valley," the business will be at the "top part" of its cycle, he says. His own newspaper has plenty of experience with growth. It ranks second in the nation in total advertising linage, first in classified linage.

If elected chairman and president at the Association's annual business meeting May 1, Johnson will take office during the first ANPA Convention to be held outside the United States. Interestingly, Johnson was born outside the country, in Mexico, where his father worked as an engineer. Although both his parents were Americans, his mother also was born in Mexico, where her father helped build the railroad linking Texas with Mexico City. Johnson spoke only Spanish when he moved to the United States at the age of nine.

A high school athlete who made all-city teams in baseball, basketball and football, Johnson now is an avid golfer. He is also active in Houston civic affairs. He and his wife Belle have two children. ☐

ESSAY



Third-class rate stand followed thorough analysis of all postal issues

BY W. TERRY MAGUIRE

After 200 years of active involvement in the setting of second-class postal rates, the newspaper business last month took a firm stand on future third-class rates. The decision to do so is much more than a simple reaction to the growth of "marriage mail" programs.

It is part of an increased public-policy focus on the ways in which information moves to and from a newspaper—and the prices paid for that transportation. Some of that attention during the past several years (focused on both the telecommunications transportation system and on the postal transportation system) has come from increased actual and potential competition for the newspaper business. Newspapers also have been interested in using these transportation means to gather and distribute information.

To develop a position for the newspaper business requires, first, a recognition of possibly conflicting views and, second, the balancing of those views among newspapers and then with the public interest. Newspapers did that successfully three years ago in the AT&T case; we have now taken decisive steps to do it in the postal arena.

For AT&T, we analyzed the law, the economics and the industry and identified a potential for unfair competition. We discussed the interests of the newspaper business as user and competitor of those who own or use the telephone system. The result was the "diversity principle" that led to limited restrictions on the operations of AT&T and its former local companies [presstime, Oct. 1982, p. 22].

In so moving, ANPA chose a policy that was fair, well-supported by the available evidence, limited in scope, and in the best overall interests of the newspaper business and of the public.

The postal arena has already benefited from this same approach, but adoption of a postal equivalent to the diversity principle will remain our toughest challenge for the rest of 1984.

ANPA's analysis of postal matters has been thorough. We have looked at the U.S. Postal Service through historical, economic, legal, technical and public-interest eyes in developing our positions. On the basis of that work, we have concluded that some changes must be made in the current system in order to turn an unfair environment into one capable of advancing fair competition.

The position now adopted calls for some important one-time corrections in the third-class rate scheme to bring it into better balance with the first-and second-class schedules. Pricing a third-class envelope at as low as 1/9 the cost of a similar first-class letter is no longer supportable or fair.

The proposed change will be as difficult for newspapers that use third-class mail—for TMC programs and other purposes—to accept as it will be for other third-class mailers. But it is the right thing to do.

Newspapers recognized in the late 1960s when Congress decided to withdraw significant funds from second-class mail that they would have to pay higher postal bills. It was necessary to do this in order to make the Postal Service as self-sufficient as possible. So newspapers have already had to pass through a period where some of their rates have risen as much as 700 percent in a little over 10 years. Meanwhile, the rates for many third-class mailers have risen less than 100 percent during the same time.

The time has come, quite simply, for third-class mail to pay more of its fair share of the costs of maintaining the Postal Service. With ever-increasing third-class volume, the need to make this adjustment has become more pressing.

While ANPA has staked out a sound position, our recommendations must undergo rigorous review by those who disagree. There will be many choices for us to make in this complex arena.

At the same time, newspapers must continually look after their own long-term interests. We need to look carefully at the rates that emerge from this rate case in the third-class category and look at our long-term interests in using third-class mail ourselves.

We need to look into the future and review our commitment to high-quality, second-class mail at the lowest possible cost. Are there positions or services we should advance more vigorously? Should we fight harder to stem the convergence of second- and third-class mail?

History is firmly on the side of maintaining a vital and flourishing second-class mail category. But the Postal Service sees little future there because volumes are barely stable. In Fiscal Year 1981, there were 9.96 billion pieces of second-class mail, and USPS projects only 9.9 billion pieces for FY 1985.

By comparison, the Postal Service sees a much brighter future in third-class mail. In FY 1981, USPS carried 33.6 billion third-class pieces, and it projects 46.9 billion in 1985.

Is it in our best interests to make certain the Postal Service has sufficient volume in third-class to be able to offer a reasonably low-priced service for newspapers that want to use it for TMC and other purposes?

Are there specific postal services not now offered which might be of special benefit to future newspaper operations?

The Joint Postal Task Force (ANPA/NAB/NNA) has developed a position in this case upon which the newspaper business is united. (See story, p. 00.) And we will advance it vigorously, while attempting to prevent others' proposals from being adopted by the Postal Rate Commission.

But the issue of what postal rates are in the overall best interests of newspapers and the public is one that will require careful and continuing attention for years to come.

All newspapers have a stake in this policy development and should make their independent views known. ☐

Maguire is vice president/general counsel of ANPA.

Discovery of PCBs in yellow inks sets off probes in California

The discovery of unusually high levels of a form of the toxic chemical PCB in yellow inks used at the San Jose (Calif.) Mercury News has prompted investigations by the U.S. Environmental Protection Agency and state industrial safety and health officials, new procedures by the pigment supplier, an alert to ink companies from ANPA and lots of yellow-ink testing.

The incident at the San Jose Mercury News prompted new procedures by the pigment supplier, an alert to ink companies from ANPA *and lots of yellow-ink testing.*

The only two ink companies thought to be involved and the yellow-pigment supplier have recovered the suspect inks and are now using only tested yellow pigment for newspaper inks.

At press time, the potential danger, if any, to those exposed to the ink was still unclear. It also was unknown how widespread the problem might be. At least three other California newspapers—The Sacramento Bee, The Peninsula Times Tribune of Palo Alto and The Tribune of Oakland—reported finding unacceptable levels of PCBs in their yellow inks after the San Jose incident was made public.

Discovery of the toxic ink was first made by the Mercury News in January, according to publisher P. Anthony Ridder. The paper issued a statement on the situation March 16, after a switch to another ink supply company and efforts to cleanse the inking system of contaminants failed to rid the system of the PCBs.

ANPA has issued a request to suppliers of color ink to the newspaper business that they test their products to ensure they are PCB-free.

The two manufacturers of inks that officials at the Mercury News described as containing a PCB "contamination" said they have taken steps to prevent a recurrence. However, neither company—Cal/Ink in Berkeley, Calif., and United States Printing Ink in San Leandro, Calif.—has identified all the newspapers to which the contaminated ink was supplied.

The producer of the yellow pigment used by both manufacturers—Magruder Color Co. of Elizabeth, N.J.—said an effort is being made to monitor its production processes more closely. And the Mercury News said it will conduct periodic monitoring of the yellow inks it uses—about 1.2 percent of its total ink usage.

The "contamination of a single dichlorobiphenyl isomer" was found in "routine testing" at the Knight-Ridder Newspapers-owned Mercury News, according to the newspaper's statement. Dichlorobiphenyl is a member of the group of synthetic chemical compounds known as polychlorinated biphenyls—or PCBs.

According to John B. Hammett, senior vice president, the tests were initiated at the request of the paper's safety manager, Lynn Frank, and were conducted by its insurance carrier, The Traveler's Insurance Co.

Analyses by another California laboratory and by ANPA at its lab at The Newspaper Center in Reston, Va., confirmed the Traveler's findings, he said.

Concentration level. The San Francisco regional office of EPA announced March 23 that results of the Mercury News' testing of the suspect inks for PCBs ranged from "non-detectable" to 4,100 parts per million. EPA spokesman Phil L. Bobel cautioned, however, that the chemical analysis for such PCB tests "is a difficult one, and we are not positive that the Mercury News' results reflect the actual values of PCBs."

Indeed, earlier estimates—from Publisher Ridder in a March 17 story in the Mercury News and from an official at the Magruder company, the pigment supplier—placed the level at about 1,000 ppm.

That is considerably above EPA-mandated levels for the manufacture, processing, distribution in commerce and use of PCBs. Concentrations above 50 parts per million generally have been prohibited by the EPA since 1979 under authority of the Toxic Substances Control Act.

However, EPA has exempted some companies, including some ink manufacturers, from that limit and is in the process of drafting a new regulation on the "uncontrolled use" of PCBs. An EPA specialist in the San Francisco regional office told presstime that because PCBs may be created as a by-product of the pigment-making process and are not deliberately inserted into the pigments, the use of PCBs in ink is considered an "uncontrolled use."

The San Francisco EPA office began an investigation into the San Jose case after reports appeared in the press. Office spokesman Bobel said, after announcing initial results from the Mercury News' tests, that EPA officials "don't anticipate that there would be a problem for the reader of the newspaper in any event."

A spokesman at EPA headquarters in Washington, D.C., said the agency considers PCBs to be a "potential human carcinogen." According to EPA's fact sheet on PCBs, "well documented tests on laboratory animals show that various levels of PCBs can cause reproductive effects, gastric disorders, skin lesions and cancerous tumors." PCBs may enter the body through the lungs, the gastrointestinal tract and the skin, and are stored in fatty tissues and a variety of organs, according to the fact sheet.

The Division of Occupational Safety and Health of the California Department of Industrial Relations also is investigating the San Jose incident and is conducting its own tests of the inks involved.

At this time, California does not have a state standard on PCBs in liquids, said division spokeswoman Dianne H. Deinstein, although a draft regulation would set the same 50 ppm limit as the EPA. However, the state does regulate airborne PCBs, along with other airborne contaminants. The division's probe will take about three weeks, Deinstein said.

Yellow ink production. Printing ink industry officials said PCBs inadvertently may be produced during the chemical process by which some yellow pigment is made.

"There's a yellow pigment widely used in printing ink that could conceivably contain low, but more than trace, quantities of PCBs," said James E. Renson, executive director of the National Association of Printing Ink Manufacturers. Because of this, he said, pigment manufacturers routinely test for PCBs.

"So far as we know, (the San Jose incident) is an unusual case," Renson said. "We would expect that these yellow pigments would be below 50 parts per million PCBs," the permissible limit set by EPA for manufacture, processing, distribution and use.

Renson said that a 1981 study conducted for the Chemical Manufacturers Association found that "commercial PCBs do not represent a carcinogenic risk" and that "the risk at low exposure is insignificant." He also asserted that the form of PCB found at the Mercury News is "less than one-fifth as hazardous" as other types of PCBs.

Response of the ink manufacturers. The ink originally found by the Mercury News to contain the contamination was supplied by Cal/Ink, a division of Detroit-based Flint Ink Corp.

In a prepared statement, Flint Secretary-Treasurer Thomas W. Clarke said Cal/Ink's own tests indicated that "a yellow pigment supplied to it by Magruder Color did not meet government specifications." He said "as a precautionary measure, Cal/Ink took steps to recover from its customer the ink which may have contained the yellow pigment with elevated levels of dichlorobiphenyl."

Cal/Ink "customarily relies upon the certification of its suppliers regarding compliance with government standards," Clarke said. Since the incident at San Jose, he said, Cal/Ink has discontinued the use of yellow pigment supplied by Magruder and is testing all incoming yellow pigment for "acceptable levels" of PCB.

Although it initially thought the Mercury News was the only newspaper affected, at press time Cal/Ink was testing retained samples of ink delivered to other newspapers in the area, Clarke said.

However, once the incident at the Mercury News was made public, other newspapers began checking their yellow inks, and at least three detected similar problems.

At The Sacramento Bee, Administrative Director Ray Steele Jr. said his newspaper immediately contacted Cal/Ink to test its yellow ink supply. One of three samples was found to contain PCBs at "an unacceptable level." The Bee had the ink company remove all the yellow ink from the plant, flush the system and replace the ink with another supply "certified as containing no PCBs."

Alan Tepper

ANPA chemist Wilson Cunningham extracts PCBs from ink sample prior to analysis in new laboratory at The Newspaper Center where expanded ink-testing program is conducted.

At The Peninsula Times, Phillip G. Quinton, production director, also contacted Cal/Ink when the San Jose news broke. The ink company, after obtaining the numbers of the two batches of yellow ink at the paper, removed one batch, tested it and determined a PCB level of 125 ppm, Quinton said.

At The Tribune in Oakland, Production Director James A. Granata said his paper contacted Cal/Ink March 19 immediately upon hearing about the San Jose incident and requested removal of all yellow ink in the plant. After removing the ink and flushing yellow and orange (as a precaution) ink tanks, The Tribune began using newly supplied inks. Subsequent tests on the suspect ink at The Tribune showed a PCB concentration of 144 ppm, Granata said.

Another incident involving Cal/Ink's yellow ink occurred in February at the San Francisco Newspaper Agency, which handles all non-editorial functions for the San Francisco Chronicle and San Francisco Examiner. Phillip L. Geyer, director of marketing services, said Cal/Ink advised the agency of the possibility that the papers had some contaminated ink. Agency President Joseph F. Barletta instructed the company to pump all the yellow ink from the tank, flush the system and test replacement ink.

Geyer said it was not determined whether the suspect ink was contaminated. The replacement ink, however, was found "to be well below acceptable normal limits" for PCBs.

According to Hammett of the Mercury News, once it was determined in January that ink supplied to the San Jose newspaper by Cal/Ink was contaminated, the newspaper switched to yellow ink from another supplier, United States Printing Inc. He said that ink also was found to contain the contamination.

In a prepared statement, United States Printing Inc. President Ronald C. Baker said upon receiving notification from the Mercury News of the "elevated levels" of dichlorobiphenyl, his company "immediately ceased production and shipment of all ink containing that particular yellow and switched supply to a tested on-spec yellow." He said his company also notified pigment producer Magruder that the yellow used in the San Jose ink was "off-spec" and returned to it all remaining pigment and finished product.

Meanwhile, Magruder President Allan Weissglass said since the company was notified in late January, every batch of yellow pigment it has produced has been tested by an independent testing laboratory and has "certified below 50 parts per million."

He said "several changes" had been made in the production process and it is "being monitored much more closely now."

Weissglass said he believes "most yellow pigments of this chemical makeup have unintentionally formed PCBs to some minor amount." He denied that their presence constitutes a health hazard. "The PCB, which in this case was a dichlorobiphenyl, is in pigments. It is occluded in the particles of the pigments so that it cannot be airborne and, therefore, as far as we know, poses no health hazard," he said. He added that there have been no health problems among employees who make the pigment.

Weissglass said he thought only two ink manufacturers, Cal/Ink and United States Printing Ink, were supplied with the pigment in question.

ANPA action. ANPA has written to 18 manufacturers of color ink calling the incident to their attention and asking them to conduct tests of their yellow inks "to be certain that they are free of PCBs." The letter, from ANPA Executive Vice President Jerry W. Friedheim, said ANPA was "prepared to be of appropriate assistance" to the ink companies in this effort.

"These manufacturers are virtually all the known suppliers of color ink to newspapers," according to ANPA Vice President/Technical William D. Rinehart.

Friedheim said ANPA first learned of the ink problem in San Jose in January when it was asked to confirm another laboratory's tests. After doing so, the Association was told that the tested batch of ink had been replaced. ANPA had no knowledge of the most recent situation until the newspaper discussed it last month, he said.

Pressroom employees at the Mercury News were informed of the ink contamination March 16, the day before Cal/Ink personnel conducted a day-long purging of the paper's yellow inking systems to get rid of any residue of contaminated ink.

Upon learning of the situation, the pressmen "complained angrily" that they weren't told earlier, according to a story published in the Mercury News March 19.

"We are the first ones to admit we are now open to second guessing as to why we didn't tell them back on Jan. 24," said Hammett. The reasons were, he added, that laboratory tests results at first conflicted and that the company had hoped to be able to report to employees that the contamination had been eliminated. He also said the newspaper was under no "legal requirement" to immediately inform them of the finding.

According to Hammett, company officials have held several meetings with representatives of the pressmen's union, have offered medical assistance to the employees and made sure that the two employees who mix ink have had a medical check-up.

A spokesman for Knight-Ridder Newspapers Inc. said the company did not believe that contaminated ink was being used by any of its other newspapers, but that all of them are having ink tests made. *—Margaret Genovese*

OSHA chief quits

Thorne G. Auchter resigned as head of the federal Occupational Safety and Health Administration, effective March 30. He became president of a Kansas construction company. ☐

Debate continues on VDT hazard issue

Charges and countercharges continue to swirl around the question of possible health hazards connected with the use of video display terminals, with no indication that the issue is abating.

At the federal level, Congress is conducting hearings—almost weekly—which could continue into the summer.

At the state level, bills affecting the use of VDTs have been introduced in 11 states. Connecticut and Maine have enacted laws relating to use of the machines [presstime, July 1983, p. 27].

ANPA is scheduled to testify in Washington, D.C., June 5 before the Health and Safety Subcommittee of the House Committee on Education and Labor.

In the past, ANPA has maintained that its experience in all types of radiation testing on VDTs showed no harm could come from exposure to them. The Association's Director/Technical Research George Cashau testified in that vein at state VDT hearings March 15 in Maine and March 16 in Connecticut.

But the congressional subcommittee has heard much other testimony alleging harmful effects from VDT use.

A representative of the Communications Workers of America told the subcommittee March 13 that "continued wear and tear" of the musculo-skeletal system of VDT operators "may result in a gradual deterioration of joint tissues."

"Of particular interest is the question of whether there is a link between VDT exposure and birth defects and spontaneous abortions," said David E. LeGrande, the CWA's occupational safety and health representative. "This concern has arisen as a result of the identification of several clusters of reproductive problems among VDT operators."

LeGrande said another issue "is the relationship between the possible inhalation of polychlorinated biphenyls (PCBs) from VDTs." PCBs are chemicals suspected of causing cancer.

"Additional scientific work needs to be performed to confirm or negate existing scientific findings," he said.

LeGrande urged that the subcommittee encourage NIOSH to initiate "comprehensive" research regarding potential health hazards associated with VDTs and to consider the adoption of legislation on VDT work environments.

Jackie Ruff, executive director of District 925 of the Service Employees International Union, told the subcommittee Feb. 28 of findings of a possible "cluster" of "pregnancy problems" at the United Airlines' West Coast regional office in San Francisco. (A United Airlines spokesman said there is no evidence that radiation levels from the company's VDTs reach or exceed any health and safety standards.)

Meanwhile, in Canada, the Hydro-Electric Power Commission of Ontario announced that a study by the government-owned electric power company showed that the electrical and magnetic fields created by VDTs fall well within the levels considered safe for operators. Hydro studied 63 terminals representing 40 different brands.

Also in Canada, a University of New Brunswick study determined that visual acuity can be adversely affected by as few as 15 minutes spent reading text from a VDT. The study said that VDT use causes fatigue in the edge of the retina, which affects peripheral vision.

In the United States, the states besides Maine and Connecticut in which VDT legislation has been introduced are California, Hawaii, Illinois, Massachusetts, New York, Ohio, Oregon, Rhode Island and Wisconsin. ☐

OSHA cancels 153 safety regulations as unnecessary

The Occupational Safety and Health Administration has revoked 153 regulations is said were unnecessary. All but four were "advisory" in nature: They used the word "should" or similar language instead of the mandatory word "shall."

OSHA decided to keep 41 of the "should" standards, including one involving workplace noise. Appearing as a footnote to an OSHA chart on permissible noise exposure levels, it says that when a worker is exposed to two or more periods of noise of different levels, their combined effect "should" be taken into account. OSHA said that the footnote is tied to the mandatory provisions of the chart and that the two must be read together [presstime, July 1982, p. 23]. ☐

ANPA panel airs government issues

Postal issues were identified at the March 6-7 ANPA Government Affairs Committee meeting as perhaps the top public-policy issue currently facing the newspaper business.

The newspaper industry's concerns were outlined by Otto A. Silha of Cowles Media Co., who heads the Joint Postal Task Force of ANPA, the National Newspaper Association and the Newspaper Advertising Bureau; and by W. Gilbert Faulk of Dow Jones & Co. Inc., chairman of the ANPA Postal Committee. (See stories, pages 42 and 43.)

John R. McKean, chairman of the Postal Board of Governors, told the committee that the U.S. Postal Service has decided to delay implementation of the next round of rate increases from late this year to early next year.

Some committee members expressed concern about delayed delivery of their newspapers. James V. Jellison, senior assistant postmaster general/operations group, who accompanied McKean to the meeting, replied, "There's no reason for you to live with that problem for an unreasonable period of time." He gave the publishers "an open invitation to contact me, and we'll solve those problems."

Another committee guest, retired Army Maj. Gen. Winant Sidle, said the military-civilian panel he chairs has drawn up eight specific recommendations on how the Pentagon should deal with the news media in future military operations [**presstime**, March 1984, p. 32].

Wording of the panel's recommendations, some with sub-recommendations, will be ironed out and sent to Army Gen. John W. Vessey Jr., chairman of the Joint Chiefs of Staff, probably in early April, Sidle said. The joint chiefs will then comment on the recommendations and pass them on to Secretary of Defense Caspar D. Weinberger.

Sen. Paul D. Laxalt (R-Nev.) and House Majority Leader James C. Wright Jr. (D-Texas) also spoke at the meeting. Both were asked about the Reagan administration's national-security directive that, among other things, called for pre-publication security reviews of items written by some government employees and for the expanded use of polygraphs to trace leaks of classified information to the news media. The administration has suspended implementation of those two requirements to allow bipartisan negotiations on the issue to go forth [**presstime**, March 1984, p. 30].

Laxalt said the directive was "far too strong" a reaction to the problem of unauthorized disclosure of information, although he added that there were "legitimate reasons" for the order. He predicted that Reagan will amend it into "something that's far more reasonable." But Wright said he believes the directive, which he called an "abomination," will "die aborning" except as it applies to staffers in "a few sensitive jobs."

(ANPA joined with the American Society of Newspaper Editors in protesting the directive in testimony Feb. 29 before the House Subcommittee on Civil Service.)

Regarding another freedom-of-the-press matter, the ANPA committee's First Amendment/Freedom of Information Working Group discussed the Athens, Ga., incident last October in which a federal marshal posed as a reporter in trying to serve court papers [**presstime**, Dec. 1983, p. 29.] Informed that a group of media organizations, including ANPA, is composing a statement protesting the practice, the working group said the statement also should spell out opposition to reporters' posing as government officials in the pursuit of news stories.

The committee's International Working Group was told the safety-of-journalists controversy that flared late last year [**presstime**, Jan. 1984, p. 39] may break out again in another form.

Phillip J. Meek (left) of the Fort Worth Star-Telegram talks to Rep. Wright.

World Press Freedom Committee Executive Director Dana Bullen alerted the group to the possibility that an international symposium will be held in Latin America on the issue. He said the meeting is being organized by FELAP, a Latin American affiliate of the Prague-based International Organization of Journalists, with the involvement of UNESCO.

The committee also received a status report from Dr. Howard R. Brown, chairman of the ANPA Environmental Committee and medical director of The New York Times Co., on proposals to regulate video display terminals for health and safety reasons. (See story, p. 40.) ☐

Act objections cited

The Comprehensive Crime Control Act passed by the Senate Feb. 2 contains several troubling provisions for the press, according to ANPA Counsel/Government Affairs Tonda F. Rush.

One of the most bothersome, she said, would establish a federal Office of Justice Assistance to help coordinate state law enforcement efforts in such areas as public information policy and record-keeping.

The bill, S 1762, is pending in five subcommittees of the House Judiciary Committee. It is one of several crime bills moving through Congress. They replace the long-standing effort to get one major criminal-code reform bill enacted. ☐

FOI amendment unlikely this year

It's doubtful the House of Representatives will follow the Senate in acting this year to amend the Freedom of Information Act, according to Capitol Hill observers.

Tonda F. Rush, ANPA counsel/government affairs, told the ANPA Government Affairs Committee at its March meeting the bill's chances of becoming law this year are "slim and none." The House Subcommittee on Government Information, Justice and Agriculture, has no enthusiasm for it and has not scheduled hearings, she reported.

Senate passage of S 774 came on a voice vote Feb. 28 that caught some government-watchers for the media by surprise. The bill contains some provisions supported by media organizations, but it has a number of features those organizations find objectionable. Chief among them is a proposed exemption for documents compiled in a probe of organized crime. ☐

ANPA proposes postal revisions to make 3rd-class fees 'fair'

Third-class bulk mail per-piece cost (in cents) (presorted to carrier route)

	1 oz.	3 oz.	4 oz.	8 oz.	10 oz.	16 oz.
Existing	7.4	7.4	7.65	18.9	24.5	41.4
USPS proposal	9.5 (+28%)	9.5 (+28%)	9.5 (+24%)	19.0 (+0.5%)	23.8 (-3%)	38.0 (-8%)
ANPA proposal —detached labels not used	9.3 (+26%)	14.2 (+92%)	16.7 (+118%)	26.4 (+40%)	31.3 (+28%)	45.9 (+11%)
ANPA proposal —detached labels used*	14.3 (+93%)	19.2 (+159%)	21.7 (+184%)	31.4 (+66%)	36.3 (+48%)	50.9 (+23%)

*Composite figures combining charges for the unaddressed mail plus a separate, 5-cent charge for the detached label.

Third-class mailers are not paying their fair share of postage costs while first-class mailers are overpaying, ANPA argued in written testimony presented in the pending postal rate case. The Association also said that the new rates proposed by the U.S. Postal Service will not rectify the problem.

As a solution, ANPA recommended that the Postal Rate Commission adopt a new fee structure that would result in what the Association termed "fair and equitable rates" for third-class.

The ANPA plan calls for adoption of a per-piece rate in addition to a per-pound rate—similar to the second-class structure. This could lead in some extreme cases to nearly a tripling of current third-class rates. (See chart.)

The per-piece rate would be 6.9 cents and the per-pound rate 39 cents. For example, a half-ounce mailing presorted to carrier route would be charged 8.1 cents. Mailing four ounces of presorted third-class matter would amount to a 118-percent increase over existing rates.

In addition, the Association proposed a new, separate charge for using detached mailing labels, which often are used in conjunction with "marriage mail"—that is, piggybacked advertising circulars. The proposal calls for a charge of 5 cents per card; currently, there is no per-piece charge for using the postcard-like labels.

In the example of a four-ounce mailing along with a detached label, the two proposed rate increases would translate into a 184-percent increase.

ANPA has asked the rate commission to review the detached-label issue.

Association comments were filed March 12 with the Postal Rate Commission as testimony in the current general rate case [presstime, March 1984, p. 28]. The testimony was prepared by economist Sharon L. Chown, executive vice president and co-founder of Industrial Economics Inc. of Cambridge, Mass.

Testimony also was filed by a number of other intervenors in the case, including the direct-mail firm Advo-System Inc. [see story, p. 28], Third Class Mail Association, The Coalition of Non-postal Media, and Warshawsky & Co., a mail order business. Advo proposed establishing a new, separate subclass of third-class for blanket delivery of unaddressed pieces, which have resulted in up to a 45-percent decrease in current rates. But the commission March 20 said it would not consider the proposal.

ANPA pointed out "three major deficiencies" in the Postal Service's proposed rates. First, the rate package "fails to recognize the improvements in service" accorded bulk third-class mail. USPS has "underestimated the value of service" now being provided that category, and "as a consequence, the amount of institutional costs allocated to this mail is too low," ANPA said. More importantly, USPS has honored third-class mailers' requested delivery days, the Association added.

Secondly, the USPS proposal "fails to reflect the effect of weight upon cost for mail weighing less than four ounces," the Association maintained. The USPS wants all pieces weighing four ounces or less to cost the same: 9.5 cents per piece. That four-ounce mark is called the "weight break." All pieces exceeding four ounces would be charged 38 cents per pound. The current weight break is 3.91 ounces at a cost of 7.4 cents. Mailings with pieces exceeding that weight break now are charged 45 cents per pound, with a 3.6-cent-per-piece discount available for presorting to the carrier route.

The third deficiency cited by ANPA is USPS' not recognizing "that a detached address label used in connection with a third-class flat is a separate piece of mail with a separate handling cost and value." ANPA essentially advocates charging the same rate for a detached label as third-class postcards presorted by carrier route—6.9 cents per piece and 39 cents per pound. But the Association acknowledged that detached labels help defray expenses of handling the marriage mail pieces they accompany to the tune of 1.9 cents per piece. Hence, ANPA advocated the 5-cent per-piece rate.

"Without these changes, the users of first-class letter mail are unfairly burdened," economist Chown said.

ANPA took no position on the Postal Service's second-class rate proposals. ANPA Vice President/General Counsel W. Terry Maguire said the second-class recommendation "strikes us as basically a fair proposal with respect to most rates."

However, Maguire said the Association reserves its right to comment on all matters in the case later in the proceeding.

After its filing, ANPA released a statistical summary stating that third-class mail is considered a "growth industry" for USPS. Volume in 1981 was about 34 billion pieces, and USPS projects it will rise to 47 billion pieces by fiscal 1985. ☐

Variables mean 2nd-class mail not always cheaper than 3rd

With many newspaper publishers considering use of second-class mail as a way to provide a total-market-coverage program, an ANPA analysis shows it is not always cheaper than third-class delivery.

"The caveat to publishers is that the many factors involved must be calculated before the potential for cost-cutting can be known," says Tonda F. Rush, ANPA counsel/government affairs.

Some of the most important pieces of the puzzle are circulation of the paid newspaper, how many copies of the paid paper are mailed each week, how much they weigh, and how much the extra edition weighs.

Those variables are applied to a variety of Postal Service rules, including the so-called 50-percent-plus-one rule, which requires that for second-class eligibility in most cases, more than half of a publication's circulation must be paid. Many publishers interpret the rule to mean, for example, that a newspaper with 10,000 paid copies—regardless of the method of distribution—may mail an additional 9,999 copies to non-subscribers at regular, second-class rates [presstime, March 1984, p. 28].

Another rule having an impact on the financial viability of second-class TMC is the 10-percent sampling rule. It allows newspapers to mail sample copies at cheap, in-county rates. This sampling provision can knock down the cost of second-class TMC considerably. According to the rule, the amount of weekly sample mail may be 10 percent of the average weekly mailed pounds of paid newspapers.

In addition to those rules, some publishers are relying heavily on Section 425.2, "Editions and Special Issues," of the USPS Domestic Mail Manual to support their use of second class for TMC. That section reads, in part, that "the following kinds of editions and special issues may be mailed at the second-class rates:

"a. Extra issues or editions published for the purpose of communicating additional news and information received too late for insertion in the regular issue or edition and not intended for advertising purposes.

"b. Separate editions of the issues of a second-class publication. Separate publications will not be accepted as editions."

Some second-class TMC vehicles' "newshole" has been filled with the kind of local "news" not found in the paid paper—club photos, for example. Others have carried wire-service features.

• • •

The ANPA financial analysis offers these theoretical examples:

1. Second-class TMC is financially *advantageous* for the fictitious News, a six-day, 25,000-circulation daily. The News each day mails about 2,000 copies (each about 4 ounces) to subscribers, all of whom live in the county of publication. It wants to mail 5,000 TMC copies (each weighing about 3 ounces) with 50-percent advertising to non-subscribers.

The cost to mail to subscribers is $62.50 a day: Per-pound charges are $20.50 (500 pounds at 4.1 cents) and per-piece charges are $42 (2,000 copies at 2.1 cents, the rate for second-class mailings that are presorted by carrier route).

Since the News mails about 3,000 pounds of paid papers a week, it may mail 10 percent of that weight, or 300 pounds (4,800 ounces), under the sampling rule. That means the News may mail 1,600 of the 3-ounce free papers at the carrier presort rate for $45.90.

The News may mail the remaining 3,400 free copies at second-class, regular rates at a cost of $244.90: Per-piece charge is $149.60, and per-pound costs are $40.80 for the non-advertising portion and $54.50 for the advertising portion.

Total cost to mail 5,000 non-subscriber copies, therefore, is $290.80, or 5.8 cents apiece.

In contrast, it would cost 27-percent more to mail at the third-class, carrier-route presort rate. That cost would be 7.4 cents apiece, or $370, a difference of $79.20.

2. Second-class TMC is financially *disadvantageous* for the fictitious Daily Tribune, which mails only 750 copies of its 25,000 paid circulation. The rest is delivered by carrier. Each copy weighs about 3.5 ounces. The Tribune wants to mail 24,000 copies of a TMC product weighing about 4 ounces and containing 50-percent advertising.

Under the sampling rule, the Tribune may mail only 402 copies at in-county rates, based on the 10-percent poundage rule, for $12.58. The cost to mail the remaining 23,598 copies at regular second-class rates is $1,983.68. Total non-subscriber mailing cost is $1,996.26, or 8.3 cents per copy.

Third-class mail for the free, 4-ounce pieces would be 7.65 cents apiece, or $1,836. The Tribune would save $160.26, by using third-class mail.

• • •

While these examples highlight financial variables, Rush points out that another consideration comes into play in the choice of classes—the level of service second-class mail receives. "Some newspapers mailing TMC products at second-class say it helps them provide better service for their advertisers because of the higher priority service traditionally guaranteed second-class," she said.

—*C. David Rambo*

'USPS your partner,' Bolger tells papers

In a speech before the National Newspaper Association, Postmaster General William F. Bolger denied that the Postal Service "has entered into a partnership with bulk business mailers and is competing with second-class mailers."

"The Postal Service is your partner, not your competitor," he told the newspaper executives at the NNA Government Affairs Conference March 8 in Washington, D.C.

Bolger made the comments after discussing the controversial detached-label issue. ANPA has petitioned the independent Postal Rate Commission seeking an end to the free use of the postcard-like labels to accompany "marriage mail" packages of advertising circulars.

ANPA contends that the detached labels and the ad packages are separate pieces of mail, that it is more expensive for the Postal Service to handle these two pieces of mail than a single piece, and that users should pay accordingly.

Bolger countered that the labels "are helping us contain our costs while handling this mail more efficiently. I can't apologize for that. That's our job, and doing that job more efficiently is what eventually adds up to keeping our rates as low as possible." ☐

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LIBEL INSURANCE

The Mutual Insurance Company has recently instituted a program of education in the field of libel, invasion of privacy and related torts in this field of law. It has retained Barbara Dill & Associates, 110 Riverside Drive, New York, New York 10024 (212) 595/9802, to conduct seminars country-wide at the expense of the Company on the following subjects:

HOW TO PREVENT LIBEL AND PRIVACY SUITS
Two Workshops

WORKSHOP ONE:
LIBEL AND HOW TO AVOID IT

1. **The Elements of Libel**
   - How to identify libel
   - Who can be libeled?
   - Subjects which signal the alert
   - The 10 most common libels
2. **Public and Private People**
   - The double standard: "actual malice" vs. negligence
   - How to tell who's who and why it matters
   - Historical perspective (Or, if you think it's bad now . . .)
3. **Actual Malice: Knowing or Reckless Falsity**
   - Assessing your sources
   - The risks with a single or anonymous source
   - Following-up significant leads
   - Confronting the subject
   - Impact of reporter's bias
   - Notes as weapons against the reporter
4. **Negligence: Less than Reasonable Care**
   - Avoiding the 3 most common pitfalls
   - How to improve accuracy
   - Implementing verification procedures
   - Preference in the law for official sources
5. **Building Libel Protection and Defenses into Your Copy**
   - Examining copy for potential libel
   - Reviewing the editorial process step-by-step
   - Taking advantage of official records and proceedings
   - Making the opinion privilege work for you
   - Easy-to-follow guidelines and checklist

WORKSHOP TWO:
EMBARRASSING TRUTHS, COLORFUL LIES AND MEAN METHODS

6. **Embarrassing Truths**
   - When truth is no defense
   - What the courts consider newsworthy
   - Intimate revelations and community mores
   - Dredging up the past
   - Unwanted publicity, unwilling subject
   - Avoiding the 10 most common errors
7. **Colorful Lies and Unintentional Distortion**
   - What creates a false impression: "false light"
   - How to detect fictionalization
   - Editing that distorts
   - Easy rules for headlines and captions
8. **Photographs: Rights and Limitations**
   - Newsworthy photographs from a public place
   - The essentials of an effective release
   - When the subject's consent is needed
   - How the law defines commercial use
   - Special handling of minors, inmates and the disabled

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LIBEL INSURANCE (continued)

Danger in the photo files

9. **Trespass, Trickery and Other Illegal Methods**
   Identifying yourself and your purpose
   What to do when the authorities order you to leave
   Secret taping and eavesdropping penalties
10. **Editors' Special**
   Avoiding subpoenas to your reporters
   Responding to demands for corrections
   Focus on advertisements and letters to the editor

The format of the seminars is to have one of the Mutual Company's representatives from its U.S. General Counsel's office, Hanson, O'Brien, Birney & Butler in Washington, introduce Ms. Dill and the general subject matter of the seminar. Ms. Dill then takes over the meeting with support from the lawyers for the balance of the day. Ms. Dill incidentally was a lawyer with the New York Times staff from 1979-1983, and prior to that for five years, was with Fish & Neave, a patent and trademark litigation firm in New York City; was an honor graduate of the Medill School of Journalism in 1966; and received her M.A. from Columbia University in 1969; and prior to entering the practice of law, was an editor with Holt, Rinehart & Winston in New York City.

We call this to your attention because the seminars already held in Ohio, West Virginia, North Carolina and Bermuda have proved most rewarding to the reporters, editors and publishers' representatives attending these meetings.

This is not the usual seminar and the only requirements are that the sponsoring organization, whether it be a State press association, an individual newspaper, or a group of newspapers in a local community, provide the hall and a lunch for the participants, as well as a reception following the seminars so that all participants can linger and ask any questions that have been pent up during the course of the day, although the format is one which produces very heavy audience participation.

With more than 4,500 libel suits in the hands of the Mutual Company in the last 20 years, it seemed to us that this was an approach worth considering. We are glad it appears to be maturing and is being helpful to the newspaper business in this country and Canada.

FIRST AMENDMENT INSURANCE

Interest in this insurance continues to grow. It apparently is the only insurance which allows certain antitrust claims to be insured and there are now nearly 400 participants in the program. We urge you to avail yourselves of information on this insurance so that you do not wait until too late to have yourselves covered. It covers costs of defense and also costs of offense, under appropriate circumstances. It is a policy unique in the history of the insurance business.

STRIKE INSURANCE

This insurance is available only through the Territorial Insurance Company Limited. The closing date for entry is June 30, for this can only be entered once a year for obvious reasons. Please get the information from the Mutual offices to assist you. Detailed information is available from the Mutual offices listed herein. The insurance year is from July 1 to June 30.

U.S. reports UNESCO's impact on freedom of the press

Although the United States has announced its intention to leave UNESCO at the end of this year for a variety of reasons, the State Department has reported to Congress that UNESCO violations of press freedom alone would not be sufficient to justify cutting off U.S. funds for the international body.

In an annual report to Congress required by the so-called "Beard amendment," the department concluded that "UNESCO is not, at this time, actively implementing any policy or procedure" against press freedom that would, by itself, necessitate withdrawing U.S. support.

The Beard amendment, which was attached to a 1982 budget authorization bill, makes U.S. funding contingent upon UNESCO's not "implement(ing) any policy or procedure the effect of which is to license journalists or their publications, to censor or otherwise restrict the free flow of information within or among countries, or to impose mandatory codes of journalistic practice or ethics."

Dissatisfaction with proposals to restrict the press was one of the reasons cited in the Dec. 29, 1983, announcement of withdrawal, which also included charges that UNESCO had unnecessarily "politicized" social and economic issues and had failed to control spending. The United States is currently UNESCO's largest contributor, supplying one-fourth of the regular budget [presstime, Feb. 1984, p. 32].

Prior to its release of the Beard amendment report, the State Department also made public a report analyzing the impact of U.S. withdrawal from UNESCO on specific issues.

Regarding communications, the analysis stated that "although the recent 22nd General Conference debate on (communications) gave evidence of a new and welcome degree of moderation, there is serious question whether that moderate spirit will grow or diminish."

With regard to Third World proposals for a "new world information and communications order," the report was particularly cautious. "It has not been demonstrated that there has been a significant and lasting change of attitude on communications issues" by countries supporting the NWICO, said the report, "and the program itself, as opposed to the accompanying rhetoric, emerged from the Conference little damaged."

Amadou-Mahtar M'Bow

The 65-page analysis—five pages of which were devoted to communications—cited specific "problem areas" in UNESCO's treatment of communications issues, beginning with the charge that "the work of the Division of Free Flow of Information . . . is predicated on assumptions inimical to traditional Western notions of a free press." To wit:

- Key phrases in the United Nations agency's 1984-85 draft budget "could serve as pegs for increasing state control of the press"—such as "responsibilities," "safety" and "adequate working conditions" of journalists.
- Some programs "could lead to the establishment of normative codes for the media"—such as definition of nations' "rights" to communicate or determine appropriate "roles" for the press.
- Proposed studies—into such things as "dissemination of false and distorted information" and "relationship of economic conditions and access to media"—could open the door to more government control of news.

Noting that UNESCO activities in communications and information are wide-ranging and communications projects generally well-received by developing countries, the report listed several alternate ways for the United States to contribute to communications in developing countries without membership in UNESCO:

- Acting through the United Nations special political committee, which debates information policy twice a year
- Increasing bilateral assistance to Third World nations by the U.S. Agency for International Development and the U.S. Information Agency
- More activity by non-governmental groups in the United States.
- Contributing bilaterally to promising projects of the International Program for the Development of Communication.

In a related development in March, it was reported that UNESCO Director General Amadou-Mahtar M'Bow had agreed to allow the U.S. General Accounting Office to review UNESCO finances. After reports of the arrangement appeared in the press, a spokesman for M'Bow said the director general had agreed to Rep. James H. Scheuer's (D-N.Y.) proposal only if UNESCO was approached through "established procedures."

The proposed review was further complicated by a mysterious fire which swept through UNESCO headquarters the night of March 21. Although a UNESCO spokesman said no documents concerning staff, budget or financial administration were affected by the fire, it was announced at a New York press conference that the center for incoming and outgoing mail was almost completely destroyed.

Following his questioning of the review and before the fire, M'Bow called for a UNESCO-appointed commission to investigate the "smear campaign" against him, and 23 industrial countries joined the United States in presenting a series of changes they would like the international body to make.

In late March, the State Department announced appointments to a 12-member panel representing UNESCO's areas of interest to evaluate UNESCO's performance in 1984 and to advise the secretary of state whether the U.S. decision to withdraw should be reconsidered.

Panel members of particular interest to the press include: Harold W. Andersen, president of the Omaha World-Herald Co., chairman of the World Press Freedom Committee and a past president of the International Federation of Newspaper Publishers; Leonard Marks, attorney, former director of the United States Information Agency and chairman of the U.S. delegation to the recent World Administrative Radio Conference; columnist Michael Novak and author James Michener.

Chairing the panel will be James Holderman, president of the University of South Carolina, who also heads the U.S. National Commission for UNESCO.

—Marcia Ruth

France considering press ownership law

During its spring session which begins April 2, the French Senate will consider a controversial bill that would limit ownership of newspapers and magazines and cause the breakup of the nation's largest newspaper group.

The subject of heated debate before passing the National Assembly, the proposal is reportedly aimed at newspaper magnate Robert Hersant, who owns three national dailies—Le Figaro, France-Soir and l'Aurore—and more than a dozen regional and local papers.

While the current Socialist Party government says the measure is designed to preserve press "pluralism" by limiting media ownership by one person or group, opponents say the legislation is a thinly veiled attempt to curtail the reach of Hersant's conservative views, and to assert government control over newspapers [**presstime**, Dec. 1983, p. 15].

Revised many times in the legislative process, the version that passed the National Assembly Feb. 13 would place a ceiling on the daily newspaper circulation one person or group could control—not more than 15 percent of national or provincial circulation, or 10 percent of both. Hersant's publications exceed those circulation ceilings, and he would be required to divest some of his holdings under the Assembly-passed bill.

The legislation would also require newspapers to furnish the public with certain information about their publishers, owners and directors, and would establish a commission to see that the press pluralism law is carried out. As proposed, the nine-member commission would be appointed by the president of France, the presidents of the National Assembly and Senate, and other high government officials. □

International meetings

Two international press meetings will be held this spring—the International Federation of Newspaper Publishers May 21-23 in Paris and the International Press Institute June 10-13 in Stockholm.

Executives of ANPA-member newspapers are eligible to attend the annual congress of the publishers' federation, known as FIEJ, and registration forms are available from the ANPA Government Affairs Department. Information on the IPI meeting may be obtained from that organization's London office. □

WORLD PRESS NOTES

- The South African government dropped charges March 12 against two journalists accused of violating press laws that make it a **crime to quote a "banned" person**.

Allister Sparks, a South African who writes for The Washington Post and other publications, had been charged with quoting the wife of the imprisoned leader of the black nationalist African National Congress. Bernard Simon, a stringer for the Associated Press and other news organizations, had been charged with helping him obtain the information, as had Sparks' wife [**presstime**, June 1983, p. 17].

- Jeremy Levin, the Beirut bureau chief for Cable News Network, has been **missing** since March 7. Edward Turner, an official of the Atlanta-based network coordinating search efforts in Beirut, said he assumed Levin had been kidnapped, and "street talk indicates that he's still alive."

- The government of Paraguay **detained the publisher** of the country's leading daily, ABC Color, March 16 for refusing to divulge the name of the person who interviewed the head of a dissident faction of the ruling Colorado party. By press time, Aldo Zuccolillo had not been released.

- The Inter American Press Association is seeking suggestions from member newspapers and wire services for a booklet on **safety for journalists** on dangerous assignments.

Send reports of experiences and suggestions to IAPA, 2911 NW 39th St., Miami, Fla. 33142

- The Cayman Islands has **imposed a duty on newspapers** that cover local news but are printed outside the country.

The 20-percent tax affects only The Cayman Pilot, which is printed in Miami and maintains the new law is an attempt to "muzzle an independent press."

Equipment for sale by member papers

Two Autocomp PCI-100 tape perforating keyboards, one Roytron series 500 paper tape punch, one Compugraphic 7200 photo display machine 14-72 pt., one Brown Ultra-lite 5000 platemaker. Make offer. Contact J. T. Haley, production manager, The Courier, 701 W. Sandusky St., Findlay, Ohio 45850; (419) 422-5151.

Bell & Howell Microx microfiche, instant image recording system. Complete, unused, still crated. Installation and service available from Bell & Howell; 35 percent off. Contact Purchasing, The Washington Times, 3600 New York Ave. NE, Washington, D.C. 20002; (202) 636-3068.

Nine Fairchild TTS machines plus assorted spares, two Shaffstall tape drive units, one High-speed punch from Compuscan 170 system, one Film-O-type machine with filmstrips, assorted Compuscan parts such as a tape reader, memory, computer, etc.

Also, Digital Equipment Corp. equipment: two PA611P high-speed paper tape punches, two PA611R high-speed paper tape readers, two DEC cabinets—two punch and two reader controls each, complete with power supplies ready to be installed into a system, interconnection cables for above, one H320 level converter for low-speed wire service input.

Contact Steve Cavrich, The Patriot-News Co., P.O. Box 2265, Harrisburg, Pa. 17105; (717) 255-8233 or 255-8270.

Hendrix 6400 front-end system, with eight Edit III terminals. Excellent unit, always under full-service contract. Available immediately, $22,000.

Also, Harris Computype double-wide system, with six floppy disc drives, six Compuedit terminals, three of which can be used for classified; Computype classified system and interface units included. Available immediately, $10,000.

Also, six Titus 1700/Z 6K terminals, $250 each.

Contact Marc W. Anthony, Star-Herald Publishing Co., Scottsbluff, Neb. 69361; (308) 632-0670.

Equipment wanted

The World Press Freedom Committee seeks used newspaper equipment for newspapers in developing nations. For further information, contact George Beebe, vice chairman, projects, WPFC, 1 Herald Plaza, Miami, Fla. 33101; (305) 350-2401.

Cable television regulatory bill could reach House floor this spring

A bill establishing a new regulatory framework for cable television may yet emerge from the House Energy and Commerce Committee this year, the chairman of that committee told the ANPA Telecommunications Committee.

U.S. Rep. John D. Dingell (D-Mich.), at the ANPA committee's semiannual meeting in March, said that a cable-TV regulatory bill could be before his committee for approval after Congress returns from its Easter recess April 23.

The cable bill's progress bogged down in a dispute between cities and the cable industry after the House Telecommunications Subcommittee approved a bill, HR 4103, last November [**presstime**, Dec. 1983, p. 24]. Negotiations between the two groups now are "on track," Dingell said. The Senate passed a cable regulatory bill last June.

Dingell also said he remains hopeful that members of his committee can reach "some accommodation" on a broadcast deregulation bill. But he opposes efforts to get Congress to repeal the fairness doctrine and equal time provisions of the Communications Act. "These issues will probably be with us for some time," he predicted.

The ANPA committee formed a Telephone/Telecommunications Opportunity Action Group to explore opportunities for newspapers in telephone-related technologies and to open lines of communication between the telephone industry and the newspaper business. The group will be chaired by Thomas Pace, communications counsel for Dow Jones & Co. Inc.

The Monitoring Subcommittee recommended, and the full committee agreed, that ANPA should publish a calendar of telecommunications events and a directory of newspapers' telecommunications projects, should produce a report on public-access videotex and should hold a workshop on that subject.

The Training Subcommittee endorsed the call for a workshop on public-access videotex and recommended another workshop on ways newspapers can use telecommunications. ☐

Dingell is flanked by Larry Fuller (left) of the Sioux Falls (S.D.) Argus Leader and James K. Batten of Knight-Ridder Newspapers Inc.

BellSouth move opposed

In comments filed with U.S. District Court Judge Harold H. Greene, ANPA said that BellSouth Corp. should not be allowed to distribute computer-based maps and computer software over its "monopoly lines."

BellSouth asked for a waiver from the AT&T divestiture consent decree to allow it to market the maps and to license and market the computer software used in conjunction with them. The products and services would be used by firms such as cable TV systems and utilities to keep track of the location of equipment, distribution systems and facilities.

In its filing, ANPA said it is not clear from BellSouth's petition how it would distribute the products. Should the utility seek to distribute them electronically over its own lines, the "diversity principle" embodied in the consent decree would be violated, the Association noted.

Atlanta-based BellSouth is one of the companies that was spun off as a result of the divestiture of "Ma Bell" [**presstime**, Jan. 1984, p. 10]. ☐

Cable TV session set

An ANPA-sponsored meeting for newspaper cable TV project managers, which was postponed in February, has been rescheduled to coincide with the June 9-13 ANPA Operations Management Conference & Exposition in Atlanta. ☐

TELECOMMUNICATIONS NOTES

- Publisher Rupert Murdoch's News International Corp. March 17 **sold back to Warner Communications** Inc. its 8.5 percent interest in Warner for about $172.6 million, netting Murdoch a reported profit of about $40 million. The transaction effectively ends Murdoch's recent effort possibly to take over Warner. [**presstime**, Feb. 1984, p. 31].

- Grassroots America, a new **videotex farm and business data base**, is being introduced in the United States this summer. The initial markets will be Maryland, Delaware and Pennsylvania.

Using personal computers, videotex hardware and modems, Grassroots America clients will be able to retrieve information concerning weather, livestock and crop prices, commodity exchange statistics and other data for $15 a month.

Grassroots America is a joint venture of Videotex America, owned jointly by Infomart and Times Mirror Co., and three agricultural cooperatives.

A similar service is planned for California [**presstime**, Dec. 1983, p. 24].

Press handed 2 libel setbacks

The U.S. Supreme Court, in two unanimous decisions, has ruled against publishing companies in libel cases.

The March 20 twin rulings held that libel plaintiffs can make reporters and editors respond to suits in states other than those in which they are based, and that plaintiffs can go "forum shopping" for the most advantageous jurisdiction in which to bring libel suits.

The court's actions clear the way for trials in a $20-million lawsuit against the National Enquirer and two of its editorial employees, and an $80-million suit against Hustler magazine.

In both opinions, written by Justice William H. Rehnquist, the court rejected media claims that the First Amendment gave the press special protections against being sued in court jurisdictions distant from defendants' offices or employees.

The first case, *Calder v. Jones*, involved the ability of a California plaintiff to sue an editor and reporter from the Florida-based National Enquirer. A California court had upheld the plaintiff's right to sue in a California court even though the only contacts of the editor and reporter with the state of California appear to have been phone calls made in connection with the story.

"An individual injured in California need not go to Florida to seek redress from persons who, though remaining in Florida, knowingly cause the injury in California," wrote Rehnquist. ANPA filed an *amicus curiae* brief in the case with other press groups, stressing the burden such a ruling would create on widely circulated publications [**presstime**, Oct. 1983, p. 12].

In the other case, *Keeton v. Hustler Magazine Inc.*, a libel plaintiff sued the company in the only state where the statutory filing time had not expired—New Hampshire. Hustler argued that because New Hampshire accounted for less than 1 percent of its total circulation, New Hampshire could not exercise jurisdiction over the case. Hustler is an Ohio corporation with its principal place of business in California. "There is no justification for restricting libel actions to the plaintiff's home forum," Rehnquist said.

ANPA Vice President/General Counsel W. Terry Maguire said he did not regard either opinion as having a "significant" impact on newspaper libel litigation. The decision involving the National Enquirer "does not alter existing law" that determines jurisdiction mainly on the basis of a party's "contacts" with a state, and the Hustler decision does not "significantly" change the underlying law, he said.

Maguire noted that the high court is expected to hand down decisions in three more libel cases this term, and one of them, *Bose v. Consumers Union*, is expected to be of "critical importance." In that case, the court will decide whether appellate courts should be able to examine independently the record in a libel case to ensure that a trial court has properly applied the governing constitutional law. □

COURT BRIEFS

- The provincial government of Ontario is considering increasing the statute of limitations of a number of Ontario laws including those of libel and slander. Some media-law observers say the change **could spur nuisance libel suits**.

The bill would increase time allowed for filing suit from three months to two years after the objectionable item was published or broadcast. It would increase the time people have to notify a newspaper that they intend to take legal action from six weeks to three months.

The Canadian Daily Newspaper Publishers Association, the Canadian Press and Broadcast News Unlimited have opposed the bill, saying current limitations "are both fair and workable and there does not appear to be any demonstrated reason for the changes contemplated. . . ."

The change in Ontario would bring the province more in line with U.S. laws.

- The City News Service of Los Angeles has filed suit in U.S. District Court charging United Press International with **unfair trade practices** with its "Metrowire" local news service.

The service provides local news not only for media clients but also for non-media clients such as government agencies.

CNS alleged that UPI, which nearly doubled its Los Angeles bureau staff recently, is pricing "Metrowire" below cost.

Rail unions seek 30% pay hikes

The first amendments to be proposed in current negotiations on existing U.S. railroad labor contracts have been submitted by both labor and management.

The United Transportation Union and the Brotherhood of Locomotive Engineers are asking for wage increases of 10 percent each year over three years. The National Railway Labor Conference, the bargaining arm of most of the nation's railroads, is proposing a two-tiered pay system with newly hired workers' pay structured lower than that of existing employees, as well as elimination of cost-of-living adjustments.

Technically, railroad contracts never expire, but the moratorium on reopening the current three-year agreement ends June 30. □

ICC probes acquisition of barge carrier

The Interstate Commerce Commission is conducting hearings on whether to allow CSX Corp., a railroad holding company, to take over American Commercial Barge Lines, a large barge carrier.

However, the proposed takeover is running into stiff opposition from coal, grain and chemical interests, electric utilities, the Tennessee Valley Authority and the Water Transportation Association.

Opponents contend the takeover would violate the Panama Canal Act, which prohibits railroads from owning water carriers unless it can be shown that competition will not be reduced, prevented or eliminated, or that there is a compelling public interest to have the merger. □

Longshoremen agree to 3-year pact

A three-year agreement was ratified between the International Longshoremen's Association and waterfront management at Atlantic and Gulf ports in the United States.

ILA workers receive a $1-an-hour increase in each of the three years, raising their base pay to $17 hourly. Dockworkers had been working under an interim contract that had been in effect since Oct. 1 [**presstime**, Feb. 1984, p. 49]. □

Lack of press support cited in council's shutdown

After failing in efforts to raise new funds and restructure itself, the National News Council voted to go out of business at the end of March.

Created 11 years ago to monitor fairness and accuracy in major U.S. news media, the council's decision to cease operations was not due primarily to lack of funding, according to council President Richard S. Salant, but to "lack of press support."

"We weren't making much of a dent," the former CBS News president said prior to the council's March 22 vote. "The press in general doesn't think we're at all useful."

The council was established in 1973 to receive and investigate complaints about the media. After investigations, the council issued non-binding rulings which carried no penalties.

It handled 242 complaints about news coverage and ruled that 82 were at least partially warranted.

Supporters of the concept hoped the council's decisions would be widely covered by the press and hence attract substantial public attention.

Such was not to be, however. Salant said the council received some support from small newspapers and broadcasters but was never accepted by the larger "bellwethers" among the media.

The council recently had embarked on a campaign to bolster its $350,000 annual budget by raising $500,000 in "emergency funding to make structuring changes and add staff" [presstime, Jan. 1984, p. 44]. Fund-raising efforts were not fruitful, although Salant said, "That's only a symptom of the deeper problem" of lack of media support.

He said the remaining funds, files and records of the council will be turned over to the University of Minnesota's Walter Library. The university's school of journalism "will be able to study our experience and try to analyze the strengths and weaknesses, and see whether something can replace it."

The vote to disband was 9-3. Council members declined to say how they voted, although Salant said he voted in favor of the termination. Four full-time and two part-time staff members will lose their jobs, Salant said. ☐

C. David Rambo

UPI President William J. Small (left) listens as Robert Lewis of Newhouse News Service speaks at the dedication of the World Headquarters of United Press International in Washington, D.C.

Writers' expertise noted in stories

The Associated Press has begun providing "editor's notes" with some of its major pieces to specify the credentials of the writer.

Types of stories that the notes will accompany are news analyses and articles that use unattributed sources.

AP Managing Editor Wick Temple said the notes are intended to tell the reader that a correspondent has sufficient background to write on the subject. ☐

Newspaper design contest deadline set

The deadline for submitting entries to the Society of Newspaper Design competition is May 5. The contest, called "Fifth Edition," is open to all newspapers published anywhere in the world.

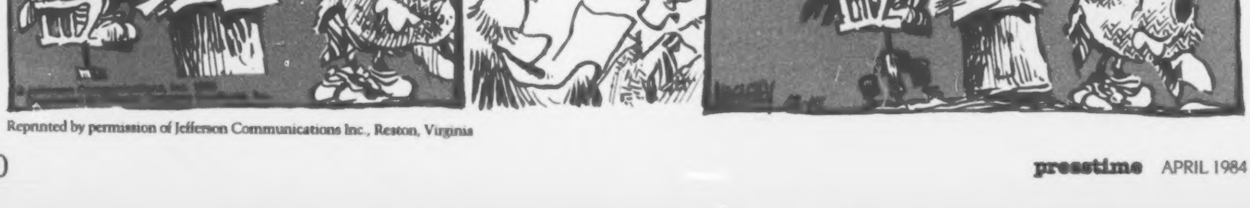
Full pages published by newspapers will be evaluated on editorial and design objectives.

Contest winners will be announced at the Society's awards banquet Oct. 11-14 in Toronto.

For information, contact Ray Chattman, Society of Newspaper Design, at The Newspaper Center. ☐

'Shoe'

By Jeff MacNelly


WHAT DO WE HAVE FOR TOMORROW'S FRONT PAGE?
THIS STORY ON HOW GOVERNMENT TRIES TO MANAGE NEWS...
AND THE DANGERS IN HAVING A SMALL GROUP OF PEOPLE DECIDING WHAT THE NEWS WILL BE.
NAH, THAT'S NOT NEWS.
CRUMPLE

Reprinted by permission of Jefferson Communications Inc., Reston, Virginia

ANPA's role in research is discussed

The ANPA Readership and Marketing Committee devoted a considerable part of its March 12 meeting to defining an appropriate role for the Association to play in newspaper research.

Maxwell E. McCombs, John Ben Snow professor of newspaper research at Syracuse University's S.I. Newhouse School of Public Communications, gave a final report on the ANPA News Research Center, terminated by ANPA in January [**presstime**, March 1983, p. 56].

Although it was the consensus of the committee that so much research is being done by individual newspapers that it is not necessarily up to ANPA to produce more, a number of committee members stressed the continuing need to coordinate and make existing research available to more newspapers.

Without reaching a conclusion on what form an ANPA research component should now take, the committee approved a resolution stating that "an important research priority of ANPA should be to preserve and extend the archival function which, in the past, has been carried out by the ANPA News Research Center."

Also at the meeting in Washington, D.C., Director of Market Research Beverly Barnum reported that her company, Harte-Hanks Communications Inc., will conduct a 10-market study of the interests and attitudes of Hispanic readers.

In a similar attempt to determine the interests and attitudes of black readers, the American Society of Newspaper Editors will conduct a survey in six cities, beginning with Richmond, Va., said Robert M. Stiff, editor of the St. Petersburg Evening Independent.

Taking a national view of readers' attitudes towards newspapers, Louis D. Boccardi, executive vice president of the Associated Press, led a discussion of reasons why the public is unhappy with the press.

During 1984, the committee will be working on two projects approved by the ANPA Board: Pulling together newspaper "success stories" of efforts to increase readership and circulation, and organizing a conference on single-copy sales in cooperation with the International Circulation Managers Association. A planning group headed by Seattle Post-Intelligencer Publisher Virgil Fassio was established. ☐

Polls don't have big turnout effect

BY GUIDO H. STEMPEL III

Guido H. Stempel III

Journalists sometimes wonder if pre-election polls affect voter turnout. A recent survey in Rochester, N.Y., indicates that this may be the case for some voters, but not many.

A random sample of registered voters who didn't vote in an election involving state, county and local offices was interviewed. Respondents were asked how important various factors were in their decision not to vote. Four percent did say that polls showing candidates they liked were too far behind was an important reason. Another 4 percent said polls showing candidates they liked were far ahead was a very important reason.

However, there were four other factors cited much more often as very important reasons for not voting. These were: lack of interest in the election, 26 percent; a feeling that all the candidates were the same, 18 percent; a feeling that local elections really don't matter, 12 percent; and illness on election day, 11 percent.

Richard F. Niemi, a faculty member at the University of Rochester, and two of his graduate students, Grace Iusi and William Bianco, conducted the study, which was reported in the Autumn 1983 issue of Journalism Quarterly.

• • •

Are business executives public figures or private figures for libel purposes? An examination of libel decisions in all federal and state courts since the *Gertz v. Welch* decision 10 years ago found mixed results.

There were 18 cases involving business executives in which the question was addressed. Eight of the 18 plaintiffs were found to be public figures, and only one won his suit. Ten plaintiffs were considered private figures, and four of them won, although two of those verdicts were reversed by appeals courts.

It thus is pretty nearly a flip of the coin as to whether or not a business executive will be considered a public figure. For newspapers, that means a business-executive libel plaintiff may only have to prove negligence (private figure) rather than reckless disregard (public figure).

This study by Tobert E. Drechsel, assistant professor of journalism at the University of Wisconsin, and Deborah Moon, assistant editor for the Society of Mining Engineers, appeared in the Winter 1983 Journalism Quarterly.

• • •

We've all heard and read discussions of how journalists' orientations to their work and their profession are changing. We've heard about traditionalists and activists or participants. And some researchers have suggested there's a third group, which they've labeled interpretative.

How do these orientations affect their beliefs about journalism? Hugh M. Culbertson, professor of journalism at Ohio University, has some answers based on a study of journalists at 17 dailies.

Traditionalists emphasize local and spot news, downgrade interpretative and national-international material and give considerable weight to reader interest in judging news. They assume reader interest is highly similar to their own.

Interpretative journalists downgrade local news and emphasize national news, but not international news. They stress investigative reporting and spot news, but downgrade human interest. They are relatively unconcerned about reader interest and assume that their own news judgment may differ from reader interest.

Activists also downgrade local news, but stress international news. They do not stress national news, however. They also stress investigative reporting and downgrade human interest, just as the interpretative journalists do. And, like the interpretative journalists, they feel their news judgment differs from reader interest.

The three perspectives thus could produce very different newspapers. The study is in Journalism Monographs No. 83. ☐

Stempel is a distinguished professor of journalism at Ohio University, Athens, and editor of Journalism Quarterly. He is a regular contributor to **presstime**.

Education

Canadians see J-grads more positively

Managing editors of Canadian dailies are more positive in their attitudes and views toward journalism education today compared with five years ago, according to a recently completed survey by the Canadian Daily Newspaper Publishers Association's Editorial Services Division and Research Committee.

However, while seemingly pleased with graduates of journalism schools, the editors "are likely to be more satisfied with university graduates who have not studied journalism," the report said.

The 1983 study was a follow-up to a 1978 survey that showed 32 percent of the editors felt journalism education had improved in the previous five years. In 1983, 40 percent indicated they held more positive views.

CDNPA said the 53 dailies participating in the survey were "reasonably representative" of the geographic distribution of newspapers across Canada, although French-language dailies were under-represented. The responses also were representative of circulation sizes across the country.

The educational areas found most lacking in the journalism graduates hired were grammar and spelling. Fifty-seven percent of the respondents said grammar was the most serious deficiency and 48 percent said spelling. Other areas cited were accuracy (31 percent), curiosity (20 percent) and sense of news value (19 percent).

Asked what areas the editors thought have shown improvement in the last five years, the editors replied the graduates' general knowledge, followed by their integrity and ethics. "In many ways," the report said, "these improvements coincide with some of the courses that schools have added over the past three years such as law, public affairs, labor, copy editing and business/economics."

The technology explosion appears to have changed many managing editors' attitudes about schools providing training on video display terminals and other electronic equipment. While the vast majority of editors in the 1978 survey said training on such equipment was not important because it could easily be done on the job, such was not the case in the 1983 survey. CDNPA found that 59 percent of the respondents felt training on VDTs and other electronic equipment was important.

The employment outlook for journalism graduates in Canada is positive, the survey found. There will be about 300 new jobs on dailies over the next two years, excluding staff turnover. In the past three years, almost 1,900 journalism students have graduated from Canada's colleges and universities, and about 870 of them were absorbed by dailies.

Despite the schools reporting an increase in the number of females aspiring to be journalists (the 1982 graduating class averaged 61 percent female), more males than females continue to be hired by daily newspapers, the survey found. ☐

THE CONSTITUTION
WHO AM I?

Newspaper in Education Week was celebrated March 5-9. Helping promote the event was St. Louis Cardinals star shortstop Ozzie Smith who accompanied Post-Dispatch NIE officials to schools.

Books

World's media systems explored in detail by professors

Treatises about concepts and functions of the media in First, Second and Third World countries are assembled by L. John Martin and Anju Grover Chaudhary in *Comparative Mass Media Systems.*

Martin, professor of journalism at the University of Maryland, and Chaudhary, assistant professor of journalism at Howard University in Washington, D.C., wrote the first section and edited the rest of the book, which contains contributions from 17 other academic media specialists. The authors explore the contrasts in news treatment in Western, developing and Communist societies.

Subjects covered include world mass media systems; the nature and treatment of news; role of mass media; mass media as vehicles of education, persuasion and opinion making; mass media as vehicles of entertainment; mass media economics; and the concept and practice of press freedom.

The 356-page hardback book is available for $25 from Longman Inc., 1560 Broadway, New York, N.Y. 10036. ☐

Econometrics employed to examine aspects of cable television

The Economics of Cable Television are investigated in a book of that title by G. Kent Webb, manager of the Electronics Industry Econometric Service for a subsidiary of Data Resources Inc.

Webb draws upon the technique of econometrics—the application of statistics to economic problems—to examine the effects of marketing and regulation on cable television.

One of the author's conclusions is that cable television is "a natural geographic monopoly and should be subject to some form of price control."

His 197-page study begins with a technical and historical overview of the cable television industry from its inception in 1948 in Mahoney City, Pa., through proposals made in 1982 for a cable system in Philadelphia.

Additionally, Webb presents information about cable television costs, demand and pricing for services.

The hardcover book is available for $22.95 from Lexington Books, 125 Spring St., Lexington, Mass. 02173. ☐

SUNDAY Woman

Why are these people behind that woman?

MONDAY
Woman

Mary Hausch, Managing Editor, The Las Vegas Review-Journal

"Advertisers are pleased with Monday Woman because it stays around the house long after the rest of the daily paper has been discarded. That is why a number of advertisers have long-term contracts for paid positions in the section."

NORTHEAST
Woman

Ed E. Rogers, Managing Editor, Scranton Sunday Times

"Northeast Woman is the keystone to our growing Sunday package. Our readers rave about it…Merchants heap praise on the results they get week after week from advertising appearing in it."

Linda Grist Cunningham, Executive Editor, The Trenton Times

"Weekend Woman has boosted both circulation and advertising in our Saturday paper. Retail advertising has tripled since Weekend Woman was introduced."

What is SUNDAY Woman

Four weeks in advance of publication we deliver a complete editorial package. You sell advertising around it:

- Color Celebrity Cover and Interview
- Columns–
  Dr. Judith Kuriansky on Sexuality, The Curious Shopper, Dear Doctor, Books for Cooks
- Features
- Illustrations
- Photographs
- Headlines
- Layout
- Camera Ready or Computer Delivered

You control the use of Sunday Woman to make it work in your market!

- Publish it any day of the week.
- Give it any title you like.
- Print it as a special supplement or use it ROP.
- Turn it into a local magazine by adding stories.

Readership surveys show women are the core audience, but a significant number of men also become regular readers!

For more information call Director of Sunday Woman Sales, Dennis Danko, collect, 212-682-5600 or toll free: 800-223-7383

It's easy to get ahead behind SUNDAY Woman

King Features Syndicate
A Division of The Hearst Corporation
235 East 45th Street, New York, N.Y. 10017

Ad agencies get the word: Research says newspapers sell!

Armed with the results of the largest syndicated research endeavor in the history of U.S. newspapers, an industry-wide campaign is underway to create a larger share of national advertising for daily newspapers, which now receive only about 8 percent.

The long lead-time required for national accounts may delay for as much as a year concrete proof that the message is being received by advertisers. But newspaper ad representatives say initial contacts are encouraging.

"It's an educational process," says Andrew R. Weitzer, director of marketing at Gannett Media Sales. "After each go-round, the research becomes more usable and more understandable. . . . After another round or two, there will be total acceptance," he predicts.

In a nutshell, newspaper representatives are using the data from the two studies by Simmons Market Research Bureau and Scarborough Research Corp. to tell major advertisers and advertising agencies that daily newspapers reach the audiences they want [**presstime**, Dec., 1983, p.38].

But some observers report that no matter how favorable the data, the newspaper industry is fighting an uphill battle against established practice in the advertising world.

"There is still a deep-seated perception at the agency level that TV sells," says Steven Seraita, vice-president/marketing director of Branham Newspaper Sales, which represents almost 200 newspapers in 40 states. "We have to prove newspapers sell."

"Because syndicated research hit the streets today doesn't mean there's going to be an insertion order tomorrow," notes Jonathan Swallen, vice president/associate director of media research at the New York advertising agency Ogilvy & Mather.

Swallen told last fall's meeting of the Newspaper Research Council that beyond newspapers' demonstrated advantage in demography, agencies want to see evidence—perhaps from future research—that print media can compete with the communicative power of television.

Some people see a more immediate task: getting the Simmons and Scarborough findings into the hands of more of the right people, and doing it quickly.

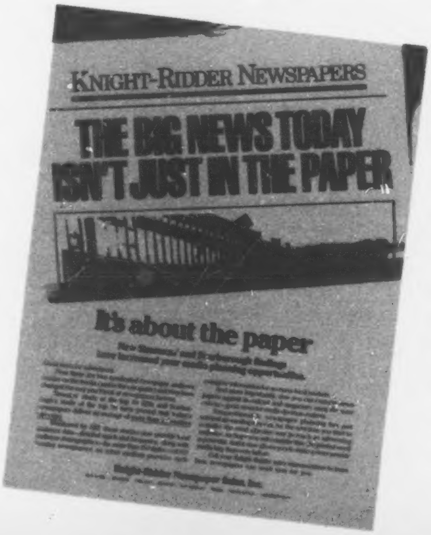
A staunch supporter of the syndicated research, J. Walter Thompson Vice President Thurman R. Pierce Jr., says "the number of people that just barely know of its existence" is "incredible." Agencies need to have a newspaper representative "come in and sit at the desk and demonstrate (the data) over and over and over again," he says, "and I'm not seeing that."

Others question whether the concept of syndicated research—to sell newspapers against other media (instead of the traditional use of newspapers' proprietary research in competing against one another) —has been fully accepted within the industry itself.

"I think we're going to get more rapid acceptance by agencies than by the newspaper industry," says Peter A. Bonanni, president of Simmons' media studies division. "A lot of people in newspaper management really don't understand it," he says. "They want to stick to household coverage."

But those papers and agencies making use of the research are developing new ways of reaching their clients.

Million Market Newspapers Inc., which represents seven newspapers ranging in size from The Boston Globe to the Milwaukee Journal and Sentinel, is distributing 30,000 copies of a 56-page booklet explaining how to interpret the data.



Here's how one group makes its pitch.

Branham Newspaper Sales has prepared two slide shows for clients and agencies, one about the top 10 "mega" markets and another on "middle" markets.

Central to their strategy is the presentation of markets, rather than papers, which frequently means attempting to sell papers the companies do not represent as well as those they do serve.

For example, Million Market represents papers in seven of the top 30 markets, yet its book shows a potential advertiser how ads in up to the top 50 markets can deliver more sales than television commercials in the same locations. Branham's "middle" market pitch is that purchasing ads in a combination of small papers can exceed the effective reach of television in comparable markets—and at a lower price.

"The idea of the studies is not which newspaper to buy," says John T. Mennenga, vice president and director of marketing and research for Sawyer-Ferguson-Walker Co., which represents 43 papers. "The idea of the studies is to buy newspapers."

The major industry-wide effort emanating from the studies, which cost participating newspapers about $2 million, is a 20-minute slide show produced by the Newspaper Advertising Bureau and distributed by members of the Newspaper Advertising Sales Association [**presstime**, Nov. 1983, p. 26].

William F. O'Flaherty, executive vice-president and general manager of Knight-Ridder Newspaper Sales and current NASA president, says the show by the first of this month will have been seen by the top echelon of the nation's 200 largest advertising agencies. The next target, says O'Flaherty, is agencies' media and research departments.

If there is one statement that serves as incentive for people engaged in the campaign, it is that offered by Philip E. Stout, chairman of the NAB/International Newspaper Advertising and Marketing Executives Task Force that spearheaded the studies. Stout, marketing services manager of The Daily Oklahoman in Oklahoma City, points out that "every one percent increase in newspapers' share of the $30 billion national advertising pie means $300 million for the industry as a whole. —*Marcia Ruth*

Conversion to SAUs having an impact on classifieds

Although classified advertising is not formally a part of the expanded Standard Advertising Unit™ system, some newspapers' classified pages are being affected by it.

Many newspapers are changing to a 55-inch newsprint web width to conform to the voluntary SAU™ system which, in turn, is having an impact on classified page formats, according to a survey by the Association of Newspaper Classified Advertising Managers.

The survey of ANCAM members found that after the July 1 implementation date for the expanded SAUs, 65 percent of the 315 responding broadsheet newspapers will be printed on a 55-inch web, compared with 49 percent prior to July 1. Similarly, 60 percent will have a 13-inch page, compared with 47 percent before July 1.

Only 2 percent of the newspapers said they anticipated a change in page depth after July 1. At that time, 50 percent will have a printed page depth of 21½ inches.

The purpose of the survey was to determine what degree of classified format standardization currently exists and what changes are expected because of SAUs [**presstime**, Jan. 1984, p. 14]. ANCAM's SAU Committee, which conducted the survey, will continue to look at whether classified pages should be standardized and if so, how, according to Chairman John J. Guerin, director of classified advertising at The New York Times. ☐

SAU trademark notice

The ANPA Legal Department cautions that SAU™, representing the Standard Advertising Unit system, is a trademark of the American Newspaper Publishers Association. In using the SAU™ mark or design (at right) in published references, newspapers and others should capitalize SAU, use the "TM" and note that SAU™ or the design is a trademark of ANPA.

sau™
STANDARD AD UNIT

Newspapers may duplicate the SAU™ sizing chart but should not alter the chart. Non-member vendors must have a prior agreement with ANPA for the use of the SAU™ mark in connection with their products. For further information, contact the ANPA Legal Department at The Newspaper Center. ☐

A look at future of advertising

As the United States approaches the 21st century, the theme for advertising will be "more," according to a national survey of advertising leaders.

"The word is: 'Some is good. More is better. Too much is just right'," Leo Bogart, executive vice president and general manager of the Newspaper Advertising Bureau, told the March meeting of the Advertising Research Foundation in a preliminary airing of the results of the NAB survey.

Over the next 25 years, said Bogart, advertising leaders believe the number of advertising messages will double. They also see advertising becoming more targeted, with 80 percent of it aimed at people accounting for 50 percent of consumer spending.

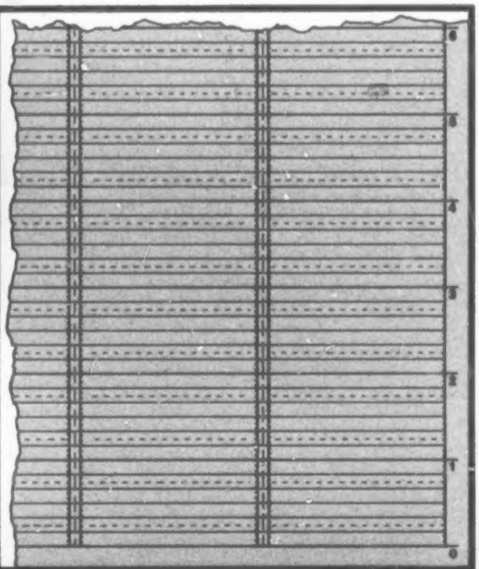
A third of all advertising is expected to be designed to achieve an "immediate sales response rather than to build product image," and more national advertising will be bought "primarily on a market-by-market, local basis," the study found.

Responding to a more highly educated audience, there will be a "sharp jump" in ads giving information rather than creating an emotional appeal, and twice as many ads will compare products directly, according to the survey.

Advertising leaders also believe network TV will continue to lose its share of the audience as media outlets proliferate, and that "new and exotic telecommunications will bite only slightly into the dominance of the established print and broadcast media," Bogart reported.

Both media and advertisers will be highly consolidated by the year 2000, the survey predicted, with 10 "giant international super-agencies" placing one-fourth of the world's advertising billings, and with 100 agencies accounting for 70 percent of the total U.S. advertising volume.

The survey was conducted by Robinson Associates using the "Delphi-method." In the first phase, a small group of industry leaders, meeting over two days, generated a list of predictions. Then 250 selected leaders were asked to rate the top 84 items. ☐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Recruitment advertising turned inside out

BY CRAIG C. STANDEN

Recruitment advertising is one of the fastest-growing sectors of the newspaper advertising business. It has grown rapidly because of a chronic shortage of qualified workers and professionals in a number of occupations requiring specialized skills or education or both, such as computer design and programming, engineering, and nursing.

The competitive market for workers like these has drastically changed help-wanted advertising. Instead of mere small-type listings, advertising for professional/technical jobs increasingly involves much larger and more profitable display ads, not only in the classified help-wanted section of the newspaper, but also in sections such as business and sports.

Another important effect has been the growth of specialized recruitment advertising agencies, or specialized recruitment groups within general advertising agencies. The bureau's classified department estimates that more than $500 million of the $1.2 billion spent on newspaper help-wanted advertising in 1983 came to us through advertising agencies. The lion's share of this money is being spent on recruitment advertising directed at the professional/technical field.

Until now, little was known about the attitudes of these skilled professionals, or about their reading and viewing habits, job hunting practices, and ways of looking at and thinking about their work, their employers and their careers.

A recently completed bureau research study has begun to change all that. Called "Job Search and Recruitment Advertising: Engineers and Computer Professionals," the 102-page study contains more information about these high-tech specialists and their special employment needs, preferences and attitudes than has ever been assembled in one place.

The study is an absolute must for everyone who has anything to do with recruitment advertising: company personnel executives, executive recruiting firms, advertising agencies doing recruitment advertising—and newspaper executives.

The study contains not only valuable information about the ways engineers and computer professionals think and act, but also many compelling reasons for recruitment advertisers to use newspapers to reach and convince skilled professionals.

Perhaps the study's most interesting finding is that even though they hold satisfying, high-paying jobs, these high-tech pros nevertheless regularly read newspaper help-wanted ads in their fields—twice a month or more, in fact. They read the ads, they say, to stay on top of the latest developments in their fields, to spot market trends, to check on salary scales in their industries, to keep current on which companies are recruiting and what kind of people to look for and . . . oh, yes, to keep an eye on the job market for themselves.

Some of the specific questions explored by the report are:

- What do "professional prime prospects" consider most important in a job?
- What do they want from their employers, and what don't they want?
- Where do they look for job information?
- How do they rate the various sources of job information?
- What information should advertisers include to improve their results?

There's a wealth of detail about these and other areas in the study. It has been received with enthusiasm by the personnel and recruitment people who have seen it, and many recruiters and agencies have requested copies for each of their executives and copy writers. One ad agency, in fact, is distributing 300 copies of the report to its clients and account executives.

Incidentally, this report is only phase one of a four-year program of research on classified advertising to recruit professionals. In the near future, you'll see additional studies that will throw further light into other dark corners of recruitment advertising.

If you are interested in building your own newspaper's revenues in this important growth area, you may want to look over "Job Search and Recruitment Advertising: Engineers and Computer Professionals," and possibly present copies to the advertising agencies and major employers in your market. To obtain one or more copies, or to talk over the prospects and possibilities for recruitment advertising, call or write the bureau's product manager for recruitment, Ira Gordon, at (212) 557-1862. □

Standen, president of the Newspaper Advertising Bureau, is a regular contributor to **presstime**.

Newspaper advertising performance tops forecast

Preliminary estimates by the Newspaper Advertising Bureau show 1983's growth in advertising expenditures exceeded NAB predictions of a year ago by 5.8 percent, surpassing expectations by nearly a half billion dollars.

During 1983, advertising expenditures rose 16.3 percent, to an estimated total of $20.581 billion.

The 16.3-percent rise is more than twice the 7.1-percent increase of 1982, when advertising expenditures reached $17.693 billion.

The greatest surprise in 1983 was classified advertising, which recorded a whopping 23.8-percent increase over 1982 expenditures—more than twice NAB's predicted 10-percent increase. In 1983, expenditures for classified ads rose to $6.006 billion.

Also exceeding predictions, but not by such a wide margin, was the largest category—retail advertising—which rose 14 percent in 1983 to $11.839 billion, 4 percent more than the 10-percent rise that had been forecast.

Increases in national advertising, however, did not quite live up to NAB's expectations, reaching $2.735 billion, an increase of 11.5 percent instead of the predicted 12 percent.

The fourth quarter of 1983 was the strongest for advertising expenditures in terms of dollars, but the third was higher in terms of percentages.

In billions of dollars, the total advertising expenditures by quarters were: $4.48, $5.15, $4.99 and $5.96. In percentages, the increases per quarter during 1983 were: 13, 13.8, 19.3 and 18.7. □

ABC may relax coupon rule

The Audit Bureau of Circulations will consider relaxing its rule limiting newspapers' promotion of cents-off coupons. The decision followed a meeting between a group of ABC directors and staff members and the ABC Liaision Committee of ANPA and the Newspaper Advertising Bureau.

At the March 7 meeting at Marco Island, Fla., the ABC representatives were told there appears to be strong newspaper support for easing the coupon-promotion restrictions. This conclusion was drawn from the results of an informal survey that covered members of the boards of ANPA and NAB, plus a number of other newspaper executives representing major newspaper groups.

"ABC is interested in exploring the subject with the ANPA/NAB group," said M. David Keil, ABC president and managing director.

The longstanding ABC rule on coupon promotions discourages the practice as a "circulation inducement." Specifically, it disqualifies as paid circulation any issues of a newspaper that publicize the value of coupons in advance or on the day of their publication if the coupon value exceeds 50 percent of the single-copy price of the newspaper.

According to Keil, the rule is in keeping with ABC's philosophy of counting as paid circulation only those issues sold for at least half the regular price. The rule, he added, also addresses two concerns of advertisers: that the increased circulation arising from the coupon promotion may not represent the readers the advertisers seek to reach, and that the promotion might increase coupon misredemption.

ABC has asked the liaison committee for suggestions on how to revise this rule.

In a related matter, the ABC representatives asked the liaison committee to encourage greater use of ABC's Coupon Distribution Verification Service, an audit of coupon-handling procedures aimed at fighting misredemption.

According to Robert L. Burke, ANPA vice president/industry and public affairs, the liaison committee told ABC that the survey of newspaper executives indicates there is "strong support" for providing online computer access to ABC circulation data, adding local population data to ABC reports, allowing newspapers to define their circulation markets, and naming ANPA/NAB candidates for the ABC board [presstime, March 1984, p. 41].

On the other hand, he said, there appears to be "strong opposition" to inclusion of readership data in ABC audit reports and to mandatory audits by ZIP codes. Burke said most of those surveyed favored keeping ZIP-code audits optional.

There was no agreement among survey respondents, he said, on two issues: whether bulk sales should be counted as paid circulation and whether newspaper street sales should be allocated to segments within a given market. ☐

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15 more seminars scheduled

ANPA is planning 10 "hands on" technical seminars for the second half of 1984.

Also, five other seminars have been added to the ANPA calendar for the rest of this year. They are in addition to the 27 sessions announced previously [presstime, Oct. 1983, p. 30].

And in other changes, the dates for two previously announced sessions have been changed. The Promotion Managers Workshop in Boston will be Oct. 29-31 instead of Oct. 8-10. The Managing People in the Circulation Department Workshop in Denver will be Dec. 3-5 instead of Nov. 26-28.

"Hands On" seminars

The "hands on" seminars, conducted by the Association's Technical Services Department, will take place at The Newspaper Center in Reston, Va. Class size is limited to 10. Registration fee for each is $550.

The July-December schedule is as follows:

Advanced Offset Press Operations **July 9-13, Aug. 20-24, Oct. 1-5, Nov. 12-16, Dec. 10-14**

Formulated for both the experienced pressman as well as other industry people interested in learning the "how to" of web offset printing. Pressmen will sharpen their skills and learn advanced techniques such as web offset trouble-shooting and ways to organize a quality control program to obtain consistent results on the press. Non-pressroom personnel will become more effective members of the newspaper community through their hands-on experience operating an actual newspaper press. This seminar will utilize ANPA's new M.A.N.-Roland 4/2 offset press and the Goss Urbanite single-width press. Specific areas to be covered include: offset press unit components; precise adjustment of all systems; the pin register system for both page and color registration; plate preparation using the wipe-on system; actual offset press operation with both color and black and white printing; evaluation of print quality and possible solutions to printing problems; analyzing running press results for packing and blanket conditions, as well as ink train roller setting conditions; and offset press care and maintenance.

Management Introduction to Newspaper Technology **July 23-27**

Provides all levels of management personnel with a better understanding of the latest developments in newspaper technology. Step-by-step procedures help both new and seasoned managers gain the skills needed to utilize today's electronic editorial and production systems. Participants create and produce their own four-page newspaper, working through all the procedures from copy preparation to press run. Covered are: editing on VDTs; OCR copy generation; phototypesetting techniques; advertising mark-up and paste-up; full-page paste-up techniques; camera operation for screened prints; making full-page line negatives of page paste-ups for photopolymer and offset plates, stripping negatives using the pin register system; offset and photopolymer platemaking; and safety procedures such as electronic grounding, solvent handling, storage of film and paste-up chemicals, and VDT usage.

Newspaper Quality Control **Aug. 6-10, Oct. 29-Nov. 2**

Designed to instruct the attendee in procedures that are needed to establish quality control standards in advertising preparation and in the composing room, cameraroom, plateroom and pressroom. Through a series of lectures, demonstrations and hands-on operational procedures, participants will be instructed in ways to develop a complete system for documenting, measuring and maintaining standards. The suggested quality control system will proceed through these steps: copy standard and recommendations for photographic reproduction ranges in both black and white and color photographs; establishing and maintaining control of typesetting equipment; cameraroom control of line copy halftones through the use of densitometers, gray scales and exposure computers; color separation standards for scanners and direct-screen operations; and proper maintenance of and setup procedures for the press.

Newspaper Color Separation Techniques **Sept. 17-24, Nov. 26-30**

Covers the skills needed for utilization of electronic scanning and direct screen color systems. Participants are given a thorough background in color reproduction, including the purpose of masking, the relationship of primary and secondary colors, and how to properly evaluate colors. Attendees learn the essential techniques for printing high-quality ROP process color for both editorial and advertising departments on offset and/or letterpress presses. Elements covered include: evaluation of color originals and reproduction standards; color correction techniques; instruments and controls for predictable quality; operation of the electronic color scanner and direct screen separation equipment; proofing of color by color key and actual press runs; and safety in the camera room and dark room, including chemical handling, ventilation problems, and working with high intensity lights.

For more information about "hands-on" seminars, contact Arthur M. Boudreau, ANPA manager/technical training, The Newspaper Center, Reston, Va.; (703) 620-9500, ext. 660.

Newspaper employees get "hands on" training in Reston.

Other seminars

The other additions to the schedule of ANPA seminars, workshops and symposia are as follows.

Supervisory Development Workshop **April 6-7, Dallas**

Clarifies the role of newspaper employees in all departments who are now in their first supervisory job and who have had no previous supervisory training. The workshop will be conducted in a relaxed setting that will provide the supervisor an opportunity to work with a small number of peers to develop and practice supervisory skills. Participation is limited to 25. Cosponsored with the Texas Daily Newspaper Association. Registration fee: $175.

Newspaper Training Conference **June 14-16, San Antonio**

Provides an opportunity to meet, work and learn with other newspaper managers with responsibilities in training and human resources development. Planned and presented by experienced newspaper trainers, the program will respond to the needs of the neophyte and the experienced trainer from newspapers of all sizes. Small group sessions will focus on specific issues, including "how-to" situations. General sessions help the trainer keep abreast of new developments within the newspaper business and the latest developments in the human resources development field. Cosponsored with the Newspaper Personnel Relations Association. Registration fee: $250 for ANPA and NPRA members, $350 for non-members.

For information about the April 6-7 or June 14-16 programs, or to obtain a copy of the booklet "1984 Seminars, Conferences and Workshops," contact Stephen E. Palmedo, ANPA manager/training services, at (703) 620-9500, ext. 371.

Research for Small-to-Medium Newspapers **Fall Reston, Va.**

Designed for newspapers wanting to plan and implement readership, marketing and personnel research. Participants will gain a broad overview of the results of practical newspaper research, develop a specific plan for reseach in an area of their choice and receive several continuing sources of assistance for future research, both from the academic research experts who will lead the seminar and from cooperating researchers in journalism programs close to home. Registration fee: $150. For more information, contact Judy Hines, vice president and director, ANPA Foundation, at (703) 620-9500, ext. 276.

Newspaper Safety and Health Symposium **Oct. 11-12, Chicago**

Covers VDT "right-to-know" laws and other legislation, waste regulations, labor contracts and negotiations, safety and health litigation, stress due to new technology, noise, and other pertinent subjects. Registration fee: $250. For more information, contact Edward E. (Ted) Kastenhuber, ANPA technical specialist, at (703) 620-9500, ext. 663.

Distribution Symposium **Oct. 31-Nov. 1, Chicago**

Focuses on materials handling and the role of robots, inserting, counters, scales, tyers, stackers, outside packaging, large mailers, TMC, etc. The symposium is designed for newspaper executives, suppliers and manufacturers concerned with distribution, circulation and post-press operations. Registration fee: $250. For more information, contact Fredrick L. Warner, ANPA research manager/engineering, at (703) 620-9500, ext. 504.

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Costs—Only $60 per night for a single or double room. Register before April 15 and save $30 on the registration fee. It's $345 for members, $250 for the spouses' special program and $400 for non-members.

Join the promotion "pros" in "Rising to New Heights." Call (703) 620-9560 or write INPA, The Newspaper Center, Dulles International Airport, P.O. Box 17422, Washington D.C. 20041 for your conference brochure and registration form.

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International Newspaper Promotion Association

ITU, Teamsters OK merger plan

The long-held dream of many newspaper union leaders for one large graphic arts union in the printing and publishing industry faded in March when the International Typographical Union's executive council "terminated" merger discussions with the Graphic Communications International Union and agreed on a merger/affiliation plan with the International Brotherhood of Teamsters.

If the ITU members approve the agreement in a May 16 referendum, they would become an autonomous division of the Teamsters while retaining ITU identity as the "ITU/IBT." The Teamsters' constitution does not require membership approval.

GCIU President Kenneth J. Brown received a telegram March 14 from the ITU advising him that in view of his union's position that it not participate in an offer of two merger documents (GCIU and IBT) to members of the ITU for consideration, "it is the decision of the executive council that merger talks proceed" with the Teamsters and cease with Brown's union.

Brown, obviously disappointed, said he would have no comment other than that the GCIU had been talking "organic merger" while the Teamsters union was talking "affiliation."

AFL-CIO President Lane Kirkland had supported Brown in the merger discussions with the ITU and also with The Newspaper Guild. The Teamsters union was expelled from the labor federation more than a quarter of a century ago for alleged corrupt practices. An AFL-CIO spokesman said the ITU's expulsion from the federation will be "automatic" if it merges with the Teamsters.

Guild President Charles A. Perlik said, "We still think one big union, including the Guild, is best. We will sit in abeyance until the ITU-IBT situation is resolved." In the meantime, he said, the organization of new members "is our top priority for the immediate future." The union's international executive board is recommending that this year's Guild convention approve special assessments to finance a new organizing program. The board had directed a study of how organizing efforts might be expanded following the 1983 ITU convention's rejection of a proposal for merger with the Guild.

For the ITU, a spokesman said the next step will be a series of regional conferences to "familiarize" the rank-and-file and local officers with the terms of the merger agreement. The Teamsters' 21-member general executive board will vote on the agreement at its quarterly meeting in April.

Complicating the merger question is the protest of activities surrounding the ITU's Nov. 16, 1983, presidential election that has been lodged with the U.S. Department of Labor by former ITU First Vice President Robert S. McMichen [presstime, March 1984, p. 45]. A department spokesman said another complaint, regarding the 1983 vice presidential election, was received March 5.

There is speculation among labor relations specialists in both management and the unions that if the ITU membership approves the agreement for merger/affiliation, Bingel will withdraw as president to accept a staff position with the new trade division of the IBT. There also is speculation that McMichen supporters may seek an injunction to delay a merger vote.

Under the terms of the merger document, the Teamsters union has agreed that:

- ITU international representatives will continue to service ITU local unions with assistance from IBT regional and state conferences and joint councils and their staffs.
- The present ITU retirement program will be continued.
- ITU mortuary benefits will be continued for retirees.
- ITU headquarters will remain in Colorado Springs.
- The Union Printers Home will be continued.
- Dues will not be increased.
- Major organizing programs will be instituted.
- ITU staffers will become IBT employees.
- Terminals for the IBT computer system will be installed in ITU locals.

The IBT also agreed to set up a retiree executive council and to charter retiree locals. A recent article in The ITU Review, the union's monthly newspaper, was headlined "Teamster retirees program is great!" Teamster pension benefits are "sizeable," the article said. "In a few instances they pay up to $1,000 a month."

The Review editorially criticized the AFL-CIO for informing the ITU's law firm, Bredhoff & Kaiser, which also represents the AFL-CIO, that it was being terminated as the federation's legal counsel because of an alleged conflict in the firm's representation of both the AFL-CIO and the ITU. (AFL-CIO President Kirkland has said that "immediate separation" of the ITU from the federation would result if the ITU went ahead with a merger with the unaffiliated Teamsters.)

As a result of the AFL-CIO's termination notice, the law firm discontinued its association with the ITU while retaining the federation as a client. However,

ITU publication is shown to Teamsters General Counsel Robert Baptiste (left) by ITU Secretary-Treasurer Thomas W. Kopeck (right), as ITU General Counsel Rosenberg looks on.

one member of the firm, Ronald Rosenberg—who has been the ITU's general counsel since 1974 and also its principal negotiator with the Teamsters—left the firm and continued as the ITU's general counsel.

The Review noted that the AFL-CIO "has not been loath" to collect more than $125,000 a year from the ITU in affiliation fees. The union paper said the "ungentlemanly intrusion" of the AFL-CIO into the relationship of the ITU with its law firm "was uncalled for and unworthy of the high purposes for which the AFL-CIO was founded."

Some express fears. Reaction to a possible ITU-IBT merger was mixed. "The Teamsters have honored their contracts in this area," said Paul J. Lizundia, secretary-manager of the Pacific Northwest Newspaper Association in Portland, Ore. "On the other hand, the muscle and aggressiveness of the Teamsters in going after unorganized newspapers is cause for concern. The small ITU local that represents only a few people would have the power to expand at a newspaper. How will independent-thinking newsroom people take to an ITU-IBT merger?"

"As I understand it," said Herbert L. Price, operations manager of the Newspaper Agency Corp. in Salt Lake City, "if a merger goes through, we won't be able to deal with our local people as we have in the past. We may be dealing with a Teamsters business agent with a legal staff behind him." The agency prints the Deseret News and The Salt Lake Tribune. "We would have more headaches and spend more," he added.

Lawrence A. Wallace, vice president/industrial relations for The Washington Post, said the development between the ITU and Teamsters was "not unexpected at all."

Cecil U. Elliott, vice president/employee relations for The Tacoma (Wash.) News Tribune, said, "The Teamsters are going to go after unorganized newspapers, and if that union represents editorial workers, we've got a problem. At papers like ours, where we already have ITU printers and mailers and the Teamsters, they'll have more clout. The IBT would be in a much better position to deal with the newspaper groups . . . and they have a staff of expert labor attorneys."

Leon Olson, president of San Francisco Bay Area Typographical Union No. 21, said the end of merger talks with the GCIU "will come as a disappointment to many of our local's members" because the local had recently adopted a resolution supporting merger with the GCIU.

"The ITU needs to merge," said George E. McDonald, president of Mailers Union No. 6 in New York City. "I haven't seen a merger document. We will go for whatever is best for the members of Local 6."

"Merger with somebody who has money makes sense for the ITU," said L. Michael Zinser, an attorney with the Nashville law firm King, Ballow & Little. "For the newspaper business, the ITU would have the benefit of the Teamsters' organizing arm. It doesn't necessarily mean that they'll have any greater success than they've had. Good management, in the long run, determines whether employees will organize. I'm not unduly alarmed by it."

Roy W. Anderson, ANPA vice president/human resources, said, "An ITU-IBT merger would mean a new era in newspaper negotiations and organizational activities. The combination of IBT financial and service resources combined with the ITU network of labor agreements and local information sources as to potential targets for organizing would challenge newspapers and commercial management to build better human resource teams. In a few short years, many newspapers will be tested as to their strengths in dealing with their employees."

—Clark Newsom

'Live-in lovers' ruled ineligible for company's medical benefits

In what is believed to be the first arbitration of its kind in the newspaper business, an arbitrator has upheld the discharges of two employees of the Seattle Post-Intelligencer who had represented "live-in lovers" as legal spouses on group insurance papers to obtain employer-paid medical and dental benefits.

Both of the grievants were represented by Local 82 of The Newspaper Guild. One was employed as a telephone salesperson in the classified advertising department and the other as a features editor.

Arbitrator Gary L. Axon ruled that the grievants' actions constituted "gross misconduct" and dishonesty under the terms of the labor agreement.

"It is a basic principle of labor-management relations that an employer has the right to expect honesty from its employees," Axon said. "Fraud or theft from the employer is generally considered one of the more serious offenses that normally results in the immediate discharge of an employee."

Seminar scheduled on labor, technology

The ANPA Labor and Personnel Relations Department will conduct a two-day labor relations and technology seminar preceding the ANPA Operations Management Conference & Exposition in Atlanta.

The June 8-9 seminar at the Georgia World Congress Center will examine the impact of new technologies and processes on production and personnel. It will include a tour of equipment on the Exposition floor.

For more information, contact Charles Cole, ANPA manager/labor relations, at The Newspaper Center.

In the case of the salesperson, the company had paid $1,036.79 in insurance premiums to cover the individual she had claimed as her husband. It paid $335.29 to cover premiums and a claim for the person the editor had claimed as his wife. In both cases, the grievants reimbursed the company for those amounts.

"In light of our changing social environment," said P-I Personnel Manager Sandy Briant, "we see this decision as a positive step forward on employers' successful attempts to help curtail the rapidly rising costs for medical benefits."

The cost of providing health-care protection for employees has been mounting at a level far outpacing the inflation rate [presstime, Dec. 1983, p. 40].

The falsification by the salesperson came to light when she requested a leave of absence, which focused attention on the cost of continuing medical coverage while on leave. In discussions between Briant and the grievant's supervisor, the grievant's marital status was revealed.

The status of the editor was brought to the company's attention by an anonymous letter, which suggested the company "ask him why he's listed his girlfriend as his wife for the purpose of defrauding health benefits."

After the union filed grievances on behalf of both individuals, it requested that both cases be heard by a single arbitrator. The company objected to the case consolidation, but Axon denied the company's motion. □

Daily owes 'zero' to pension plan

In a precedent-setting arbitration, the Fort Worth Star-Telegram has been upheld in a dispute over its liability for withdrawing from the International Typographical Union Negotiated Pension Plan.

The arbitration was initiated by the newspaper pursuant to the provisions of the Multiemployer Pension Plan Amendments Act of 1980 to contest the liability assessed against it by the ITU NPP.

A multiemployer plan is one to which two or more employers contribute under labor agreements. The act requires a company withdrawing from a negotiated plan to bear a pro rata share of the plan's unfunded vested liability [presstime, Aug. 1982, p. 31].

When the Star-Telegram withdrew from the plan Jan. 2, 1983, the plan administrator determined that its withdrawal liability was $79,356, plus interest.

At issue was whether the plan's administrator correctly determined that the newspaper withdrew prior to Jan. 1, 1983, which would mean that the calculation would be based on the plan's unfunded vested benefits as of Dec. 31, 1981. The company contended that its liability should reflect the plan's unfunded vested benefits as of Dec. 31, 1982, and that its liability was zero.

At the time the company withdrew, it did not know that as a result of favorable investment experience, the liability would be totally eliminated for employers who withdrew in 1983. But the company did believe there would be a significant reduction of liability if it withdrew in 1983. Contributions were made for the full year of 1982 and for the first day of 1983.

Arbitrator Eugene Mittelman said he was "in full agreement" with the company that the critical factor was not that contributions were made only for one day in 1983 but that contributions were made for the full year of 1982. "The plan has failed to offer a single word of explanation why it is justified, even on its own assumptions, for deciding to accept contributions for the full year of 1982, yet refusing to calculate the employer's withdrawal liability based on such a full year of contributions," he said.

Mittelman said the plan's trustees "are not free to simply pick and choose from among contributions made by the employer under the agreement to suit what they consider to be the plan's advantage. In plain English, the trustees cannot have their cake and eat it too."

An attorney for the Star-Telegram, which is owned by Capital Cities Communications Inc., said the arbitration under the provisions of the pension act was the first in the newspaper business. There have been only six or seven such cases in other industries, he added.

Labor dispute shuts Canadian daily

The Sudbury (Ontario) Star suspended publication Feb. 22 in a labor dispute involving new agreements with three unions. The daily was unable to publish as union members conducted contract "study sessions" on the job.

Locals of The Newspaper Guild, the International Typographical Union and the Graphic Communications International Union claim their members were "locked out," but the company said the union members interference with production was a strike under the Ontario Labor Relations Act.

The Guild and ITU contracts expired June 30, 1983, and the GCIU contract on Aug. 31, 1983. The newspaper, which is part of the Thomson Newspapers Ltd. group, had proposed a new two-year agreement with a 5-percent wage increase in the first year and a 4-percent increase in the second. The unions had proposed a one-year contract with a 10-percent increase.

Bankrupt firm may cancel contracts, divided Supreme Court rules

A company did not commit an unfair labor practice when it filed a voluntary petition for reorganization under Chapter 11 of the Bankruptcy Code and unilaterally canceled its obligations under a labor agreement, the U.S. Supreme Court recently ruled.

The high court split 5-4 in concluding that financially troubled employers may cancel or modify their labor agreements pending reorganization by bankruptcy courts.

Labor relations specialists said that the court's ruling in *NLRB v. Bildisco & Bildisco*, a building-supplies distributor, changes the equation of labor-management relations.

The practice allowed by the ruling is "an available option for a newspaper approaching insolvency to consider as an alternative to get concessions it needs from unions," said former NLRB general counsel John S. Irving, now an attorney with the law firm Kirkland & Ellis. "To eliminate it as an alternative would be shortsighted. It's a way to make unions become realistic."

The AFL-CIO executive council adopted a resolution vowing to "do everything in its power to ensure that Congress corrects the Supreme Court mistake and vindicates national labor policy."

Rep. Peter W. Rodino Jr. (D-N.J.) has introduced a bill, HR 4908, to reverse the ruling. There is no comparable bill in the Senate.

Additional arbitration awards

Canton (Ohio) Repository, ITU: Peter DiLeone found that the company properly discontinued the past practice of 10-minute "wash-up" periods in the composing room just before the lunch break and prior to the end of the shift.

Monessen (Pa.) Valley Independent, Guild: Irwin J. Dean Jr. rejected the union's complaint that the company had improperly refused to hire a second full-time bookkeeper.

Oakland Tribune, GCIU: Harvey Letter upheld the union's position that four laid-off platemakers were each entitled to four weeks' severance pay.

Washington Post, IAM: Nicholas H. Zumas found that the company did not improperly subcontract machinists' work during the dismantlement and removal of a press unit.

(Full texts are available from the ANPA Labor and Personnel Relations Department at The Newspaper Center.)

IMPACT '84

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DON'T MISS IT!

More newspapers move toward paginating classified pages

Classified advertising departments were one of the first areas in newspapers to benefit from electronic page makeup, better known in the business as pagination.

The systems that have been on line for a few years, and especially the newer versions, have allowed newspapers' classified departments to function with fewer personnel, meet tighter deadlines and improve page appearance.

At some newspapers, the systems also have helped reduce newsprint usage because the electronically composed page uses space more efficiently than one that is pasted up manually.

Because the needs of individual classified departments differ, and because each vendor's "bells and whistles" can add considerably to the total cost, the price tag on a system can range from $100,000 to as much as $400,000. The number of terminals required also figures significantly in total costs.

Software costs range from $25,000 for just the pagination software to $75,000 for software with business-management capabilities, such as automatic billing and credit checking.

In the beginning. The most sophisticated of today's classified pagination systems make their precursors seem rather primitive by comparison.

The earliest sytems date from the mid-1970s. But shortly after putting its system on the market, Tal-Star Computer Systems Inc., an early innovator in classified pagination, folded. Thereafter, other pagination pioneers chose to pursue paginating the editorial and display advertising departments first, leaving the further development of classified-ad pagination somewhat in limbo.

However, within the past year, six more companies have begun marketing pagination products for classified pages, and about a dozen newspapers are now using pagination for their classified sections.

Despite numerous differences, the systems being marketed by today's vendors have some things in common. They can:

- Display on an operator's screen images showing the ads as they will be composed
- Perform area composition—that is, allow an operator to manipulate blocks of copy on the screen. In the case of classified display ads with graphics, depending on a given system's capabilities, either the ads are placed electronically on the pages, or white space is left for later, manual placement of graphics.
- Paginate the pages in the order they will appear in the paper or in reverse order, a flexibility that enhances production on deadline
- Automatically send composed pages directly to phototypesetters.

Pagination in use. Three vendors—Information International Inc., Atex Inc. and Hastech Inc.—have been manufacturing pagination systems for the editorial and display advertising departments [presstime, Jan. 1984, p. 22]. Gradually, these Big Three have incorporated classified pagination into their product lines.

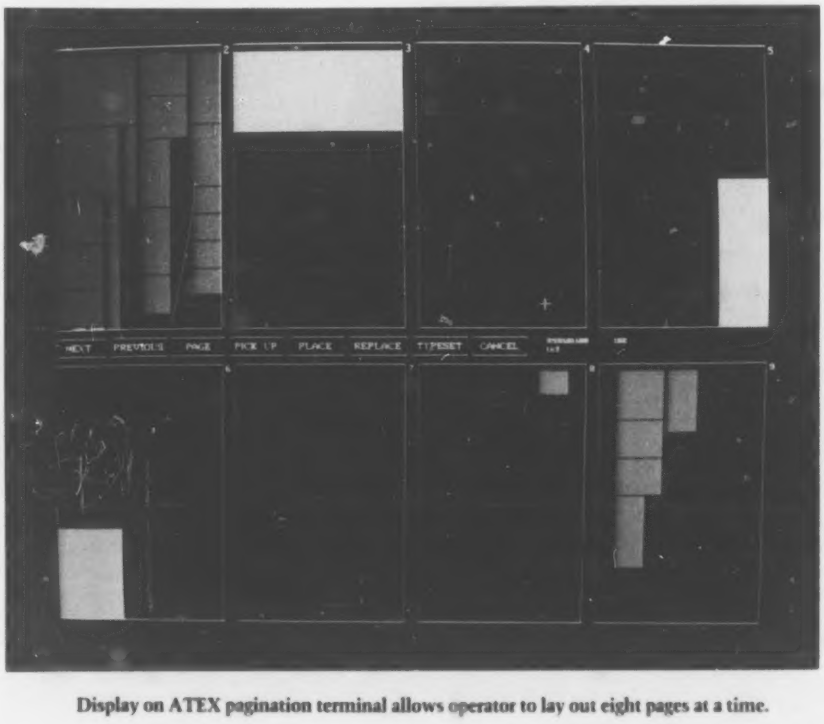
The Information International, or Triple-I, system offers the most advanced graphics capabilities. The Star-News of Pasadena, Calif., is the only newspaper now using that equipment, and so production of its classified pages is state-of-the-art.

Richard E. Marshall, the paper's advertising manager, says the system came on line several months after the Star-News (morning, circulation 45,373) began using its editorial pagination system three years ago. The classified pagination system has performed well ever since its installation, he reports.

In the Star-News classified department, advertising copy is entered into 26 System Development Corp. terminals, and the computer automatically sorts and classifies the ads. Classified display ads are composed on the display advertising department's three Triple-I page/ad makeup terminals.

In the composition stage, the classified display ads are positioned on pagination terminals, the linage advertising is merged onto the page, then the completed page—entirely electronically composed—is sent to the typesetter.

Marshall says the automation has allowed the Star-News to reduce its staff by a net of 14 people. More than 14 jobs in



Display on ATEX pagination terminal allows operator to lay out eight pages at a time.

the composing room were eliminated, but the system required additional employees to operate the pagination terminals.

The only major adjustment Marshall wants to make to the pagination setup is to replace the aging input terminals with models as technologically advanced as the pagination system itself.

Atex, another of the Big Three, started making inroads into classified pagination only within the last year and a half.

Atex's "alpha," or pilot, system went on line in January 1983 at the Rocky Mountain News in Denver.

However, according to Production Director Marion "Pete" Walker, classified pagination was not new at the News; the newspaper had been using a Tal-Star system since 1979. But the more sophisticated Atex system has improved the newspaper's ability to do billing, accounting and credit checking in the classified department. The system uses 76 input and billing terminals and two composition terminals.

The Denver tabloid plans to upgrade the system and add the ability to scan graphics. Currently, holes must be left for display ads to be pasted in.

Atex scored a second coup in the classified pagination race when its system went on line at The Houston Post earlier this year. Like the Rocky Mountain News, the Post decided to abandon a Tal-Star system for the more potent Atex.

According to Boyce A. Maxwell, assistant director of systems/computer services, the Post used the two systems in tandem until production demands forced the newspaper to switch completely to the new system.

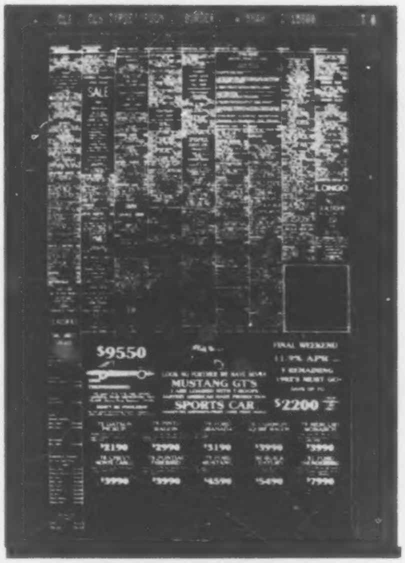
The newspaper is now typesetting with APS-4 machines, which do not have full-page pagination capability, but the paper plans to switch to APS-5s in the near future to allow full-page production.

New vendors. The Houston Chronicle, another newspaper that pioneered with a Tal-Star pagination system, elected to take a different route. The newspaper purchased more than 200 Coyote terminals and classified pagination software from System Integrators Inc. last August. Operation of the system began in January.

Although SII is known primarily as a front-end supplier, it has been actively marketing classified pagination software in the last year.

Officials of both the newspaper and SII say the sophistication and flexibility of the Coyote terminals make it possible for them to double as both input and page-makeup devices.

Marcus D. Price, the Chronicle's manager/systems application, reports that the system allows the Chronicle to produce a more tightly composed page, which yields considerable newsprint savings. Additionally, the system can compose 30 pages in 90 minutes—including dumping, paginating and typesetting.



Triple-I terminal displays classified page as it will appear when typeset.

The Chronicle's system is connected to APS-5 typesetters.

The Baltimore Sunpapers also opted for the SII system, but for different reasons.

The newspapers' Harris 1500 classified VDTs were "on their last legs," says John W. Wittman, manager/classified. "We decided to go with pagination because of its availability."

Wittman says speed and flexibility were primary considerations in the purchase of the system. "Response [time] was one of the major features we were seeking," he says.

With the new system, Wittman predicts, "we will be able to make earlier classified deadlines."

The 76-terminal system will be completely operational by April 1, and the newspapers are considering upgrading their APS-4 typesetters to Camex SuperSetters, which will allow the classified pages to have enhanced graphics.

Like Atex, Hastech is a relatively new entry into classified pagination.

The firm installed its first classified system at the Daily Press and Observer-Dispatch in Utica, N.Y., in June 1983. The system is not yet operational, but the firm expects it to be fully integrated into the editorial and display-advertising pagination systems by the end of this month.

Like all of the other systems except Triple-I's, Hastech's will leave holes in the electronically composed pages for classified display advertising. But unlike the others, which require manual paste-up to fill the holes, the Hastech system allows the display advertising and composed pages to be merged electronically and made directly into plates at the EOCOM laser platemakers. The firm plans to upgrade the system in April to allow line and display advertising to be manipulated completely within the system.

According to Charles P. Gallagher, the newspapers' production director, near-future plans call for digitized graphics to be incorporated into the system.

With increasing frequency, other prepress equipment manufacturers are joining the ranks of those involved in classified pagination.

Harris Corp., a firm that many newspaper people believed was abandoning the newspaper business when it spun off the Harris Graphics Corp. last year, says it plans to market a classified pagination system integrated into its 8300 editorial and display advertising pagination system by the end of this year.

And on Jan. 1, Autologic Inc. began marketing a classified pagination system that will operate within its classified front-end machinery. A spokesperson for the firm says the system offers "networking." This means it can work with other computers within or outside of the newspaper, such as remote bureaus, and both the hardware and software are compatible with other systems.

All the vendors say they are working to either develop or improve their system's ability to scan and store logos and other graphics and to incorporate art work and halftones within their electronic page makeup capabilites. *—Paul Kruglinski*

ReQueSt-DB patent

The U. S. Patent Office granted ANPA a patent Jan. 31 for the classified advertising retrieval software system called ReQueSt-DB.

The teletext system was designed to allow newspapers to market their classified advertising and other textual information to home television viewers. With the system, users could call up specific classified advertising on their home television receivers using a variety of electronic references.

The Association applied for the patent Dec. 31, 1981 [**presstime**, April 1982, p. 42]. ☐

1st Harris page layout system installed at Louisiana daily

The Alexandria (La.) Daily Town Talk last month became the first North American newspaper to install and operate a Harris 8300 Page Layout System.

Although Harris Corp. has sold 10 of the pagination systems overseas since it introduced the product last fall, the Louisiana installation is significant not only because it is the first in the United States but also because it adds to the growing list of smaller newspapers (circulation 38,551) that are employing advanced electronic page makeup.

"It's our (first) test site in North America," said Thomas P. Carnohan, manager/product marketing for Harris, "and it will provide us with an installation to show people the system's operation."

The 8300 PLS at the Daily Town Talk is almost a paradigm of the basic Harris pagination system.

The basic system that Harris is marketing for $140,000 consists of one 8301 Cluster Controller, the central processor and data base; four 8000 PLS page layout workstations; and a 50-megabyte (25 MB fixed and 25 MB removable) disk drive for data storage.

The paper's system also includes a second 50-megabyte disk drive, which costs $11,500, for redundant storage.

Harris includes the software needed to make the new system compatible with the Daily Town Talk's 55-terminal Harris 2500 front-end system and two Harris 7000 typesetters. Carnohan said the software needed to tie the system to non-Harris front-end terminals and typesetters would cost $5,000.

Currently, the Alexandria paper's editorial, op-ed, sports and lifestyle pages and TV magazine are being paginated, Managing Editor Jim Butler said. By the end of the year, classified pages also will be composed electronically. Also, the paper plans to use Layout-80, the ANPA-developed advertising dummying software package, on the system.

The newspaper cited with existing Harris equipment as the edge the firm had over other systems.

"Our primary reason (for purchasing the system) was that we have been Harris users for many years," said Publisher Joe D. Smith Jr.

Like other newspapers using electronic page makeup in limited applications, the Daily Town Talk will leave "electronic holes" in the composed pages and manually paste up halftones and display advertising [**presstime**, Jan. 1984, p. 22].

Harris' Carnohan said the Melbourne, Fla.-based firm is currently experimenting with the ImagiTex scanner that could end the need for manual paste-up of graphics.

Editor Alice B. Thomas uses page layout system in Alexandria.

Publisher Smith said the system will speed the manipulation of display advertising and "permit much more imaginative layout."

Managing Editor Butler said he hopes the system will allow the newspaper to "advance our deadline or, more likely, give us the ability to process more pages in the same amount of time."

Following the installation in Alexandria, Harris installed its pagination system at Madison (Wis.) Newspapers Inc. and at the Vero Beach (Fla.) Press-Journal. Those systems are not yet in daily production. ☐

Seminars announced

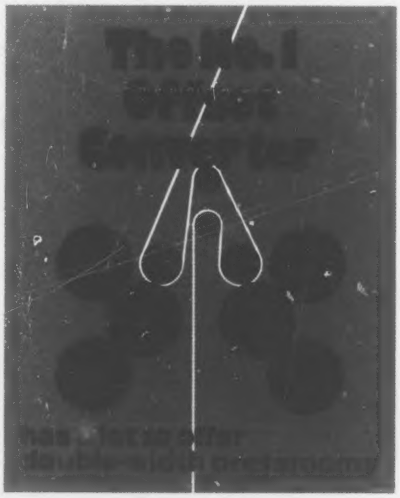
Ten "hands-on" training seminars have been scheduled for the Second half of 1984 by ANPA's Technical Services Department. In addition, symposia will be conducted on pressroom and mailroom technology. See p. 58.

TECHNOLOGY NOTES

- The New York Daily News is the latest newspaper to join the ranks of **flexography** experimenters.

The paper reached an agreement with Koppers Co. Inc. of Glen Arm, Md., for the conversion of one Goss Mark I unit to pure flexography. The converted unit was installed in the paper's Garden City, N.J., plant in March.

- William F. Bolger, U.S. **postmaster general**, has agreed to be one of the featured speakers at the June 9-13 ANPA Operations Management Conference & Exposition in Atlanta. He will address the Monday morning General Session on distribution.



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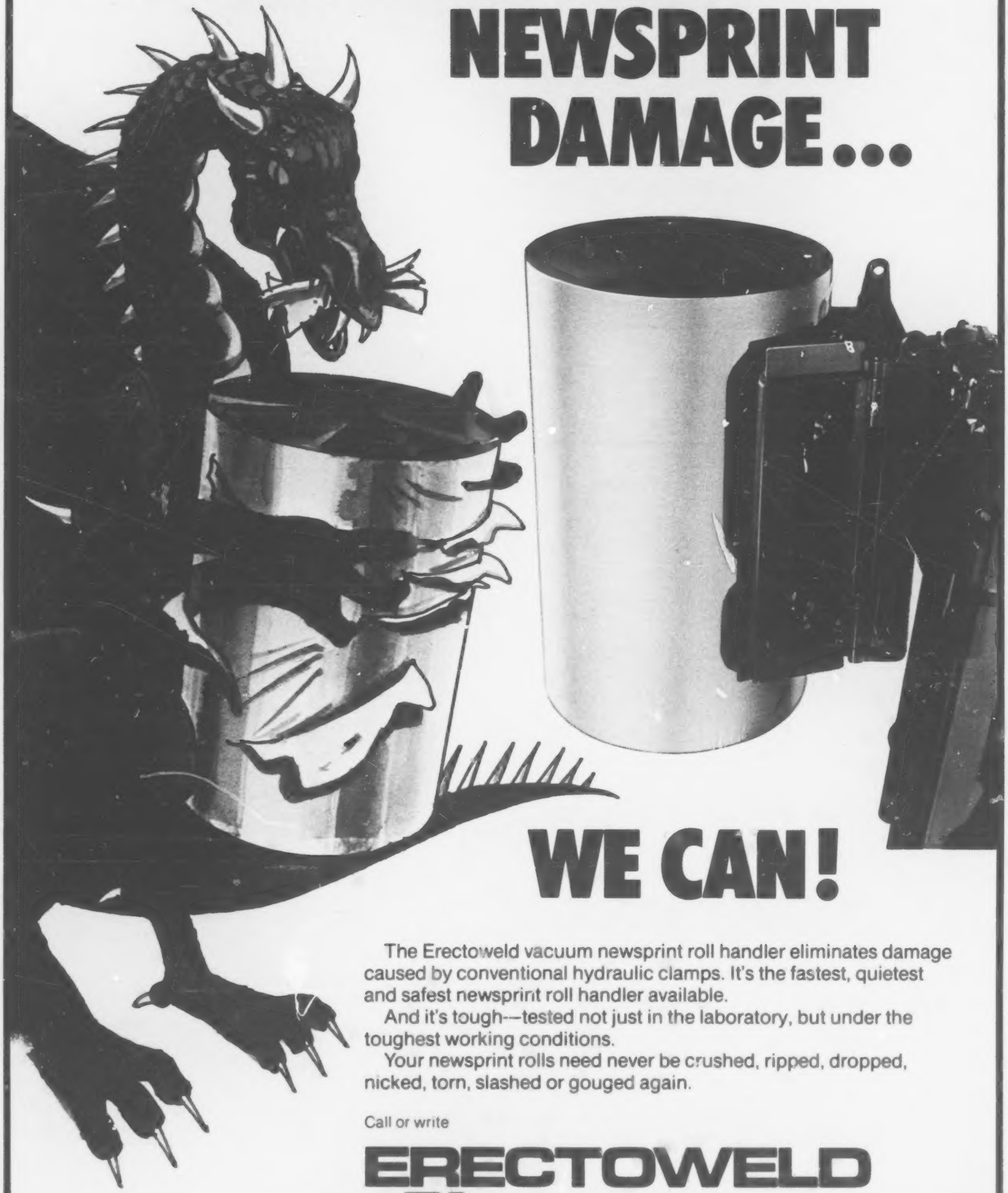

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Lockout continues at 4 Canadian mills

Four newsprint mills in British Columbia remain closed due to lockout by the companies.

Meetings between management and two unions—the Canadian Paperworkers Union and the Pulp, Paper & Woodworkers of Canada—continue [presstime, March 1984, p. 43].

Both sides in the dispute have declined to say if any progress has been made toward a settlement.

The unions have rejected a management offer that would raise salaries 4 percent this June and 4.5 percent in June 1985. The current wage base, in Canadian dollars, is $12.96 an hour.

Meanwhile, in Eastern Canada, agendas are due to be exchanged early this month between the CPU and two paper companies, CIP Inc. and Abitibi-Price Inc. The union plans meetings later this month with officials of those two firms, and afterwards with management of other companies that are prepared to bargain.

Most contracts in Eastern Canada expire at the end of this month.

In the United States, members of the United Paperworkers International Union ratified a three-year contract at the Alsip, Ill., mill of FSC Paper Corp. It provides for wage increases of 6 percent in each of the first two years and 5 percent in the third.

UPIU also ratified a three-year contract at the Snowflake, Ariz., mill of Southwest Forest Industries. It provides for wage increases of about 1 percent in the first year, 1.75 percent in the second and 2.75 in the third. The previous contract expired March 1.

Meetings were continuing in late March between the UPIU and Augusta Newsprint of Augusta, Ga. ☐

Mills announce machine changes

One newsprint machine is being abandoned, another one will be modernized and a new one may be built, according to recent announcements by three newsprint companies.

Publishers Paper Co. said it decided to shut down permanently a newsprint machine at its Oregon City, Ore., mill. The machine had not been operated since April 1982, when an indefinite shutdown began.

Boise Cascade Canada Ltd. announced it will resume renovation of its Kenora, Ontario, newsprint mill this spring after a suspension of nearly two years. The project, scheduled to be completed by January 1986, will result in a small increase in newsprint capacity. ☐

Prices to rise

Four Canadian newsprint producers announced increases in the price of newsprint for U.S. customers from $500 to $535 per metric ton, effective July 1.

The 7-percent increase originated at Great Lakes Forest Products Ltd. and Reed Inc. Following suit in late March were Consolidated-Bathurst Inc. and Bowater Corp. ☐

Here's new ground rule

Whoa! Don't discard the Sunday paper after reading it. Save that spent core of newsprint.

You can join those gardeners who put yesterday's newspapers or surplus newsprint to use as mulch in their gardens to help retain soil moisture and inhibit weed growth.

While hay or grass clippings seem to be the preferred mulches for many gardeners, U.S. Department of Agriculture officials say old newspapers can serve the same purposes. After all, newsprint is essentially wood and thus shares the organic characteristic that is common to all types of mulch.

Agriculture experts say several layers of newsprint should be placed on the soil. A covering of soil, composting material or sawdust will hold down the newsprint so that it won't blow off into the neighbor's yard. The covering also allows water to seep through the newsprint into the earth more easily.

Planting your beefsteak tomatoes, squash and peppers is simply a matter of poking a hole through the newspaper mulch to insert the seeds or seedlings into the soil.

As with other mulches, newsprint may tend to rot during the course of the growing season, in which case another several layers of newsprint should be added to the garden.

At the end of the growing season or just before the beginning of the next, till the remaining newsprint right into the soil. The newsprint will add valuable humus to the garden.

Financial report of paper companies, 1983 vs. 1982

Net income (in thousands of dollars)

	1983	1982	% Change
Abitibi-Price Inc.	38,000	63,900	-40.6
Boise Cascade Corp.	60,380(a)	7,250(a)	+732.8
British Columbia Forest Products Ltd.	(32,700)	(61,000)	--
Consolidated-Bathurst Inc.	33,331(b)	53,406	-37.6
Crown Zellerbach Corp.	87,800	(112,200)	--
Domtar Inc.	40,200(a)(b)	(1,600)	--
Donohue Inc.	9,400	16,500	-43.0
Great Lakes Forest Products Ltd.	(9,936)	18,552	--
Great Northern Nekoosa Corp.	84,000(a)	78,500(a)	+7.0
International Paper Co.	254,900(a)	171,800(a)	+48.4
Kimberly-Clark Corp.	188,800	197,400(a)	-4.4
MacMillan Bloedel Ltd.	2,800	(93,300)	--
St. Regis Paper Corp.	55,181	45,028	+22.5
Southwest Forest Industries	(24,696)	(27,389)(c)	--
Weyerhaeuser Co.	204,843	168,900(a)(b)	+21.3

(a) including extraordinary gain
(b) including extraordinary loss
(c) restated
( ) = loss

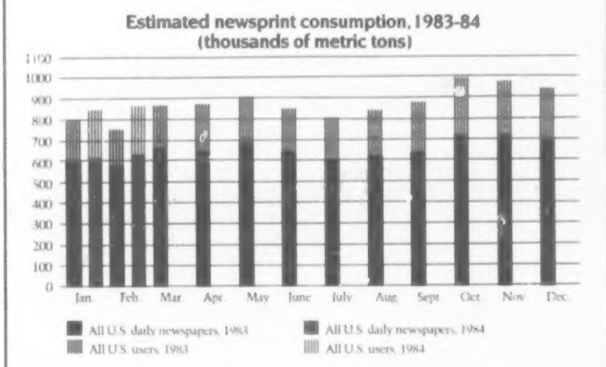
Consumption climbs 9.9 percent

The estimated newsprint consumption of all users increased 9.9 percent for the first two months of 1984 compared with the same period in 1983. February's consumption increased 14.1 percent over February 1983. January 1984 consumption was up 6 percent from a year earlier.

For U.S. daily newspapers, consumption rose 9.2 percent in February compared with the same month a year earlier. January's consumption was 1.8 percent higher than that of January 1983. For the two months combined, consumption by U.S. dailies was up 5.4 percent.

At the end of February, newsprint inventories of ANPA-member newspapers in the statistical sample totaled 37 days, compared with 40 days a year earlier. Stocks of both Canadian and U.S. mills also were down from February 1983 levels.

The February operating rate for Canadian mills was 79 percent. At U.S. mills, it was 96.4 percent.



Estimated newsprint consumption, 1983-84
(thousands of metric tons)

Estimated consumption of all U.S. daily newspapers[1]

Region	December 1983	December 1982	% Change
Northeast	167,392	169,812	-1.4
North Central	151,803	153,923	-1.4
South	233,543	221,454	+5.5
West	155,878	154,205	+1.1
Circulation size			
up to 25,000	58,932	65,965	-10.7
25,001-100,000	133,765	136,534	-2.0
Over 100,000	515,919	496,895	+3.8
December totals	708,616(r)	699,394	+1.3(r)
Twelve-month totals	7,994,650(r)	7,730,198	+3.4(r)
Region	**January 1984**	**January 1983**	**% Change**
Northeast	150,645	150,530	+0.1
North Central	130,366	128,752	+1.3
South	201,610	196,509	+2.6
West	142,208	137,961	+3.1
Circulation size			
up to 25,000	44,484	50,202	-11.4
25,001-100,000	109,937	113,431	-3.1
Over 100,000	470,408	450,119	+4.5
January totals	624,829	613,752	+1.8(r)
Region	**February 1984**	**February 1983**	**% Change**
Northeast	154,310	143,748	+7.3
North Central	132,283	123,137	+7.4
South	209,034	187,470	+11.5
West	143,297	130,796	+9.6
Circulation size			
up to 25,000	46,351	46,862	-1.1
25,001-100,000	113,199	111,630	+1.4
Over 100,000	479,374	426,659	+12.4
February totals	638,924(p)	585,151	+9.2(p)
Two-month totals	1,263,753(p)	1,198,903	+5.4(p)

Stocks

U.S. publishers[2]	Tonnage	Days' supply on hand	Days' supply in transit
January 1984	785,368	36	6
January 1983	800,663	40	5
February 1984	791,112(p)	37(p)	6(p)
February 1983	822,869	40	6
Canadian mills			
February 1984	336,935	--	--
February 1983	383,068	--	--
U.S. mills			
February 1984	101,639	--	--
February 1983	147,349	--	--

Estimated consumption of all U.S. users

	Recent year	Year earlier	% Change
December 1983	953,000(r)	905,000	+5.3(r)
January 1984	852,000	804,000	+6.0
February 1984	872,000(p)	764,000	+14.1(p)
Two-month 1984 totals	1,724,000(p)	1,569,000	+9.9(p)

Production

	Canada	U.S.A.	North America
February 1984	621,562	410,266	1,031,828
February 1983	653,502	378,048	1,031,550
Increase	-31,940	+32,218	+278
decrease	-4.9	+8.5	+0.03
Two months 1984	1,378,704	827,024	2,205,728
Two months 1983	1,338,432	781,108	2,119,540
Increase or	+40,272	+45,916	+86,188
decrease	+3.0	+5.9	+4.0

Shipments

From Canadian mills	U.S.A.	Canada	Export	Total
February 1984	478,837	77,799	88,883	645,519
February 1983	447,557	69,850	89,618	607,025
Two months 1984	998,194	156,327	190,231	1,344,752
Two months 1983	893,475	137,872	180,317	1,211,664
Increase	+104,719	+18,455	+9,914	+133,088
	+11.7	+13.4	+5.5	+11.0
From U.S. mills				
February 1984	393,146	----	18,419	411,565
February 1983	334,826	----	15,141	349,967
Two months 1984	787,904	----	38,187	826,091
Two months 1983	685,552	----	34,616	720,168
Increase	+102,352	----	+3,571	+105,923
	+14.9	----	+10.3	+14.7
From North American mills				
February 1984	871,983	77,799	107,302	1,057,084
February 1983	782,383	69,850	104,759	956,992
Two months 1984	1,786,098	156,327	228,418	2,170,843
Two months 1983	1,579,027	137,872	214,933	1,931,832
Increase	+207,071	+18,455	+13,485	+239,011
	+13.1	+13.4	+6.3	+12.4

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[1] Based on stratified data from ANPA member newspapers in statistical sample. Figures in this and other tables in metric tons.

[2] Represents stocks of ANPA member newspapers in statistical sample. (r) = revised (p) = preliminary

New AP assessment formula seeks simplicity, fairness

The Associated Press Board of Directors this month is expected to approve a simplified method of determining charges to member newspapers. It would take effect in January 1985.

The board vote will be taken at its meeting in Montreal preceding the 98th Annual ANPA Convention.

The proposed formula would be based on paid circulation. AP board Chairman Frank Batten of Landmark Communications Inc., Norfolk, Va., said it "meets the standards of equity, uniformity and simplicity."

The current formula is based on population of a given newspaper's marketplace. It has become very complicated in some markets because of demographic shifts, new technology and changes within the newspaper business, Batten added.

"These changes do not add a penny to AP's income," he said. "We would take in the same amount under the old or the new formulas." About one-third of AP member newspapers would pay higher rates under the new formula, about one-third will pay lower rates and one-third will pay the same, according to AP officials.

The AP board in January approved the new formula "in principle." The proposal was outlined to AP members in early March. By the end of the month, most newspapers still were examining its implications.

Ted M. Natt of The Daily News in Longview, Wash., president of the Associated Press Managing Editors Association, said he had heard little comment among APME members.

He said his newspaper would pay a slightly decreased assessment as a result of the new system. But the two other dailies in his family's Washington state newspaper group—the Journal-American of Bellevue and The Daily News of Port Angeles—would pay more, resulting in about a 6-percent net increase in AP costs for the company.

"It's not anything we find either alarming or disturbing. We can live with that," Natt says. The proposed formula is a "much fairer and more rational approach to paying for a wire service."

Bruce K. Smith, publisher of the Bozeman (Mont.) Daily Chronicle, said his costs would decrease about 12 percent.

Several other newspaper executives contacted by **presstime** said they had not evaluated the proposed formula.

Under the current system, using a census map, AP draws a 10-mile-radius circle from the center of the city of publication. Census figures covering the area inside the circle are added to produce the "AP population," according to the wire service. That number is then applied to a set rate schedule that takes into account how much it costs AP to provide service in that area and other factors.

The formula has become excessively complicated by "the steady disappearance of the two-newspaper city, the proliferation of suburban dailies, newspapers that publish in more than one location and the spread of some metropolitan population zones and erosion of others," Batten said.

"Suppose we have members in two cities less than 20 miles apart, a common occurrence," he continued. "Envision a circle of 10-mile radius centered in each city. The circles obviously will overlap. Now it's not quite so easy to calculate the AP population."

AP officials said one market with more than one circle is the Seattle area, which has seven.

Under the proposed circulation-based formula, the basic assessment is figured using a series of "rate-per-thousand" charges plus a fixed charge for each of 10 circulation ranges.

On top of the basic assessment, which AP calls its "availability charge," are added certain fees—for printers, tape reperforators, hookups directly to a newspaper's computer, supplemental AP services (such as the sports wire, Laserphoto service and high-speed stocks), etc. Charges for the supplemental services also are based on a circulation factor plus a minimum fee, but there are maximum assessments for each supplemental category.

The new formula would eliminate special assessments formerly charged for legislative coverage, state election coverage and weekend extensions of service.

Newspapers that must pay more will be allowed to phase in their payments. □

Publishing changes reported

The Pueblo (Colo.) Star-Journal (evening, circulation 10,956) will be consolidated May 1 into its sister paper, the morning Pueblo Chieftain (39,666). "We feel we can put out a much better newspaper in the morning than in the afternoon," said Publisher Robert H. Rawlings.

The consolidated newspaper will be named the Chieftain. Although there will be a "small reduction" in the number of employees, Rawlings said most of it will take place through attrition.

Two other newspapers have merged. The Greensboro (N.C.) Daily News (morning, 83,489) and The Greensboro Record (evening, 24,598), both in the Landmark Communications Inc. group, were combined into the all-day Greensboro News & Record March 19. The news staffs were merged in 1981 [**presstime**, Oct. 1981, p. 30]. Publisher Robert D. Benson said the change was "evolutionary" as two-newspaper households steadily decreased. In 1978, 11 percent of subscribers took both papers and in 1983 that number was 2 percent, he said. In the meantime, the number of single paper subscribers has increased.

In publishing changes elsewhere, two more afternoon newspapers have announced they will switch to morning publication, which will make a total of five, including the St. Louis Post-Dispatch, so far this year. Last year, 14 evening papers converted to morning [**presstime**, Feb. 1984, p. 51].

The Staunton (Va.) Leader (17,137) will make the change to morning publication April 2, according to Publisher Evarts W. Opie Jr.

He said a market survey confirmed the need for a morning newspaper. The name of the Multimedia Newspapers property will be changed to The Daily News Leader.

The Stuart (Fla.) News (17,524), a Scripps-Howard newspaper, will switch April 29. It also will add a Sunday morning edition to its present six-day publishing schedule.

In Canada, La Presse of Montreal launched a Sunday edition March 11 to compete with the Sunday edition of Le Journal de Montréal. □

2 St. Louis dailies compete head-on in morning market

The two St. Louis dailies, which since 1979 have published morning and afternoon newspapers under a joint operating agreement, are now independently produced and competing head-to-head as morning rivals.

On Feb. 25, Jeffrey M. Gluck took control of the morning Globe-Democrat, which he bought from Newhouse Newspapers. Two days later, the Post-Dispatch, owned by Pulitzer Publishing Co., switched from afternoon to morning publication.

The Globe-Democrat, printed at the Post-Dispatch under the JOA, is now being produced at three commercial plants.

As of late March, the Post-Dispatch was reporting weekday press runs of 302,000, up from 262,500 prior to the conversion to morning publication. The Globe-Democrat's press run was reported to be 254,000, compared with a circulation of 243,000 when Gluck took over.

Acquisition followed Justice Department intervention in Newhouse's plans to close the paper last Dec. 31 [presstime, Feb. 1984, p. 50].

Also in late March, Gluck announced plans to launch a new St. Louis afternoon daily in mid-April. ☐

Recent acquisitions

Southern Newspapers Inc. of Houston acquired from Taylor Communications Inc. of Dallas the New Braunfels (Texas) Herald-Zeitung, daily circulation 6,781 and The Seguin (Texas) Gazette-Enterprise, daily circulation 5,714.

Kearns-Tribune Corp., Salt Lake City, acquired The Tribune Publishing Co., Lewiston, Idaho, which publishes the Lewiston Morning Tribune, daily circulation 24,736; the Idahonian of Moscow, daily circulation 7,397; and the Palouse Empire News of Pullman, Wash., daily circulation 1,202. ☐

Berkeley Gazette ceases publication after 107 years

The Berkeley (Calif.) Gazette ceased publication March 10 after 107 years and left behind a pending lawsuit over the issue of ownership. The Gazette was printed in nearby Richmond by its sister paper, the Contra Costa Independent, and the closing resulted in no layoffs. The last reported circulation of the Gazette was 7,979.

The Warren Brown Jr. family, which owned the Gazette for a number of years, entered into an agreement with Ingersoll Publications Co. of Sharon, Conn., in 1981. In a $13.5-million lawsuit filed in Contra Costa County Superior Court, the family charged that Ingersoll did not live up to its obligations to pay more than $6.4 million to the shareholders of Brown Newspapers Inc. for the Berkeley and Richmond dailies.

Thomas P. Geyer, president and chief operating officer of Ingersoll, said his company did not purchase Brown Newspapers but only agreed to manage the papers. ☐

SUN MESSENGER
The News Tribune
Daily Transcript
SUNDAY Post-Crescent
Greyhound strike ends

GILLETT COMMUNICATIONS

has signed a definitive
agreement to acquire

POST CORPORATION

We served as a consultant to
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Conspiracy case acquittals stand in Canada

The Canadian government will not appeal the acquittal of the country's two largest newspaper groups on conspiracy and other charges brought under the Combines Investigation Act, the prosecution said.

Toronto-based Southam Inc. and Thomson Newspapers Ltd. were acquitted last December of charges resulting from the 1980 closings of Thomson's Ottawa Journal and Southam's Winnipeg (Manitoba) Tribune and of undue lessening of competition in Vancouver [**presstime**, Jan. 1984, p. 54].

The government has announced that it will introduce legislation that would "modernize" the conspiracy, monopoly and merger provisions of the act.

Southam President Gordon Fisher said newspaper groups should be treated like any other business and not be singled out for special attention in any new legislation.

Meanwhile, former Multiculturalism Minister James Fleming pressed ahead with his crusade to limit concentration of ownership of dailies. He has introduced a "private member's" bill in the Commons that would block Southam and Thomson from acquiring more newspapers.

Fleming said he did not expect the bill to become law but that debate on it would be helpful to his cause. □

Seminar on credit scheduled in May

A Credit and Collections seminar is being offered by ANPA Credit Bureau Inc., a wholly owned subsidiary of the Association, May 7-9 at The Newspaper Center.

Topics featured will include legal credit and collection concerns; SAUs™, what they are and how they affect the credit and collection department; collection and advertising agencies, how they operate and why; how to prevent collection problems through credit investigation; advertising contracts; and collection strategies and techniques.

For further information contact, Sandy Mather, ANPA/CBI director of marketing, Box 17022, Dulles international Airport, Washington, D.C. 20041; (703) 620-9500. □

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Speeches

Single copies of the following speeches are available from the ANPA Public Affairs Department at The Newspaper Center, Box 17407, Dulles International Airport, Washington, D.C. 20041:

The New Journalism of Hope
Allen H. Neuharth, chairman and president, Gannett Co. Inc. Eric W. Allen Memorial Lecture, University of Oregon, Eugene, Feb. 10.

What Lies Ahead in the Brave New World of Media?
Rupert K. Murdoch, chairman and chief executive officer, News America Publishing Co. New York Chapter of the Public Relations Society of America, New York City, Jan. 24.

Who Will Produce Information for the Information Age?
Stuart Awbrey, publisher and editor, The Hawk Eye, Burlington, Iowa. William Allen White Memorial Lecture, University of Kansas, Lawrence, Feb. 10.

The CIA and the FOIA: The Need to Maintain a Balance between Secrecy and Openness
Charles S. Rowe, editor and co-publisher, The Free Lance-Star, Fredericksburg, Va. Subcommittee on Legislation of the House Permanent Select Committee on Intelligence, Washington, D.C., Feb. 8.

Protesting the Presidential Directive on Safeguarding National Security Information
Jim Hampton, editor, The Miami Herald. Subcommittee on Civil Service of the House Committee on Post Office and Civil Service, Washington, D.C., Feb. 29.

The Next Revolution(s) in Retailing
Alfred Eisenpreis, vice president/retail marketing, Newspaper Advertising Bureau. National Retail Merchants Association annual convention, New York City, Jan. 10.

Where Do We Go from Here?
Howard Hart, president, Canadian Pulp and Paper Association. Canadian Pulp and Paper Association annual meeting, Montreal, Feb. 3.

Flexography in Newspaper Presses
Frederick L. Warner, ANPA research manager/engineering. CPPA Technical Section annual meeting, Montreal, Jan. 30-Feb. 3.

From the International Circulation Managers Association Alternative Distribution Seminar, San Antonio, Feb. 22-24:

Keynote Address
Edward J. O'Neil Jr., vice president/marketing, Dayton (Ohio) Newspapers Inc.

Delivering Supplements
Charles Gallagher, circulation director, The Herald-Telephone, Bloomington, Ind.

Marriage Mail
Richard Hartle, circulation director, Dayton Newspapers Inc.

A Look at Total Market Coverage
Edward Heins, associate professor, School of Journalism, University of Missouri, Columbia.

TMC Via Second-Class Mail
William Davis, research director, Newspaper Printing Corp., Nashville.

Legal Aspects of Alternative Distribution
L. Michael Zinser, attorney, King, Ballow & Little, Nashville.

Stuart Awbrey

Howard Hart

Edward J. O'Neil Jr.

Edward Heins

ANPA's Convention in Montreal will mark two big 'firsts'

ANPA is about to hold its first convention outside of the United States, and—appropriately—it will be in Montreal. Six years ago, the Association had scheduled a Montreal convention but was compelled to relocate it stateside because of unfavorable—and subsequently amended—U.S. tax law.

The April 30-May 2 ANPA Convention also will differ from its 97 predecessors in that it will be the first to meet in a convention center rather than a hotel.

The decision to convene in the Montreal Convention Centre was a function of both available meeting space in the city's hotels and the growth of the Convention. As of press time, 2,036 people had preregistered for the Convention. A record 2,888 attended the 1983 Convention in New York City. Registration will continue up to and during the Convention.

However, Convention-goers who did not make hotel reservations through ANPA by the end of March now must deal directly with Montreal hotels.

Tickets are still available for all four ANPA meal functions and for the tours before, during and after the Convention. Those who received invitations to attend the "Musical Ride" of the Royal Canadian Mounted Police are urged to return reply cards as soon as possible.

With the Convention just a few weeks away, the three-day program is getting final touches. United Press International announced that Dr. Armand Hammer, chairman of the board and chief executive officer of Occidental Petroleum Corp., will address its annual luncheon on Tuesday. And the ANPA Convention Arrangements Committee lined up former U.S. Treasury Secretary W. Michael Blumenthal, chairman of the board and chief executive officer of Burroughs Corp., as the speaker for the Wednesday ANPA General Session Breakfast. They join a list of previously announced headliners that includes Canadian Prime Minister Pierre Trudeau.

The Convention Arrangements Committee, headed by Jacques-G. Francoeur, president of Unimedia Inc. of Montreal, has developed the following program:

The **Monday** ANPA Keynote Breakfast will begin with a "Welcome to Montreal" extended by Mayor Jean Drapeau. The keynote address will be delivered by ANPA Chairman and President William C. Marcil, publisher of The Forum in Fargo, N.D. Then Quebec Prime Minister Rene Levesque will speak.

The annual Associated Press business meeting and election will follow with speeches by AP Special Correspondent Saul Pett on "The AP, Looking Back" and by Executive Vice President Louis D. Boccardi on "Press and Public: What to do?" There will also be a multi-media presentation entitled "Future Talk: What's Ahead at AP."

The AP's annual luncheon will be addressed by Lee A. Iacocca, chairman of the board of Chrysler Corp.

Four 90-minute clinics will run concurently Monday afternoon:

- "Household Penetration and Reading Frequency"—moderator John B. Mauro, director of research of Media General Inc.; panelists Donald B. Towles, vice president and director of public affairs of The Courier-Journal and The Louisville Times; Gregory L. Stevens, assistant publisher of The Napa (Calif.) Register; and Charles W. Ritscher, vice president, sales and marketing, of the Asbury Park (N.J.) Press.
- "Classified: It's a New Generation"—moderator Richard E. Riggins, classified advertising manager of the St.

Program in brief—98th Annual ANPA Convention
Montreal Convention Centre

Saturday, April 28, and Sunday, April 29
9 a.m. to 7 p.m.: Registration—Convention Centre, Congress Hall lobby; and Bonaventure Hotel, lobby, meeting-room level

Monday, April 30
7:30 a.m.: Eye opener (courtesy of Editor & Publisher magazine)—Convention Centre, Congress Hall
8 a.m.: ANPA Keynote Breakfast—Congress Hall meeting rooms 201 A & B
10 a.m.: Associated Press Annual Meeting—Congress Hall 201 C
Noon: AP Reception (cash bar)—Entrance area of Congress Hall 201 A & B
1 p.m.: AP Annual Luncheon—Congress Hall 201 A & B
3 p.m.: ANPA Topical Clinics (concurrent)—Congress Hall 202 A, 202 C, 205 A and 205 C

Tuesday, May 1
7:30 a.m.: Continental stand-up breakfast (courtesy of Quebec 1534-1984 Festival)-Congress Hall lobby
8 a.m.: ANPA General Session Part 1—Congress Hall 201 C
10:20 a.m.: NAB Annual Business Meeting—Congress Hall 201 C
10:40 a.m.: ANPA General Session Part 2—Congress Hall 201 C
11:20 a.m.: ANPA Annual Business Meeting—Congress Hall 202 A & B
Noon: United Press International Reception (cash bar)—Congress Hall lobby
1 p.m.: UPI Annual Luncheon—Congress Hall 201 A
3 p.m.: ANPA Topical Clinics (concurrent)—Congress Hall 202 A, 202 C, 203, 205 A and 205 C
7 p.m. ANPA Dinner/Dance—Congress Hall 201 A & B

Wednesday, May 2
7:30 a.m.: Eye opener—Congress Hall
8 a.m.: ANPA General Session Breakfast—Congress Hall 201 A&B
10:30 a.m.: ANPA Topical Clinics (concurrent)—Congress Hall 202 A, 202 C, 203, and 205 A & B
Noon: ANPA Reception (courtesy of The Newsprint Producers of Canada)—Congress Hall
1 p.m.: ANPA Annual Luncheon—Congress Hall 201 A & B
3 p.m.: ANPA General Session—Congress Hall 201 C

Convention speakers include, from left, Occidental Petroleum Chairman Hammer, former Treasury Secretary Blumenthal and Montreal Mayor Drapeau.

Petersburg Times and Evening Independent and president of the Association of Newspaper Classified Advertising Managers..

- "Newspaper Circulation in a Changing Environment"—moderator Joseph B. Forsee, general manager of the International Circulation Managers Association; panelists Jack Butcher, circulation director of The Tampa Tribune; James F. Robinson, circulation director of The Toronto Star; Carleton F. Rosenburgh, vice president, circulation of the Philadelphia Inquirer and Daily News; and Robert L. Ballow, attorney with the Nashville law firm of King, Ballow & Little.
- "Stress and Newspapering"—Robert H. Giles, editor of Gannett Rochester Newspapers, and Nancy M. Giles, psychologist with the Genesee Health Service in Rochester.

The first part of the **Tuesday** General Session will be devoted to advertising.

Newspaper Advertising Bureau President Craig C. Standen and NAB Executive Vice President and General Manager Leo Bogart will open with a presentation on the future of advertising. Following that, three advertising "innovations" will be explored: standardization, by Charles M. Kinsolving Jr., NAB vice president, marketing/new technology; shared mail, by Otto A. Silha, chairman of the board of Cowles Media Co., and James H. Hollis, NAB vice president, mass merchandizing sales; and new product development, by Eric Anderson, NAB vice president, classified advertising.

Standen and Bogart will then discuss selling strategies for national, retail and classified advertising. And Hank A. Simons, NAB vice president, creative director, will talk about training and creative aspects of advertising.

NAB will conclude with its annual business meeting.

The second segment of the Tuesday General Session will be a speech by Brian Mulroney, a member of the Canadian Parliament and leader of Canada's opposition Progressive Conservative Party.

ANPA's annual business meeting, including the election of four new officers and four new directors [presstime, March 1984, p. 55], will end the morning schedule.

The UPI annual luncheon will feature Hammer's address on "Russia, China and the United States."

Five concurrent, two-hour clinics are scheduled for Tuesday afternoon:

- "Three Advertising Topics for Publishers' Interest"—moderator Woodrow G. Shadid, advertising director of The Daily Pantagraph of Bloomington, Ill., and president of the International Newspaper Advertising and Marketing Executives; panelists Roger H. Clapp, advertising director of Richmond (Va.) Newspapers Inc.; Edward H. Harrell, assistant general manager of the Pittsburgh Press Co.; and Leo L. Kubiet, advertising director of the St. Petersburg Times and Evening Independent.
- "Concerns from Your Newsrooms"—moderator Creed C. Black, chairman and publisher of The Lexington (Ky.) Herald-Leader Co. and president of the American Society of Newspaper Editors; panelists John Seigenthaler, president and publisher of The Tennessean in Nashville, editorial director of USA Today and chairman of the ASNE Minorities Committee; Boccardi of AP; David Lawrence Jr., executive editor of the Detroit Free Press; Eugene C. Patterson, chairman of the board of Times Publishing Co., St. Petersburg; Michael G. Gartner, president, chief operating officer and editorial chairman of Des Moines Register and Tribune Co.; Robert D. Sack, attorney with the New York law firm Patterson, Belknap, Webb & Tyier; and Richard M. Schmidt Jr., attorney with the Washington, D.C., law firm Cohn and Marks, and ASNE counsel.
- "Telemarketing—How to Sell Over the Telephone"—moderator Marie Holland, NAB vice president, telemarketing.
- "How to Sell Against the Competition."
- "Publishers, Personal Computers and Telcos—Partners for the Future"—moderator Donald F. Wright, president and chief operating officer of the Los Angeles Times and chairman of the ANPA Telecommunications Committee; panelists Howard Anderson, president and managing director of The Yankee Group, a telecommunications consulting firm; Winston E. Himsworth, first vice president of the investment banking firm Lehman Brothers Kuhn Loeb Inc.; Christopher Burns, president of Christopher Burns Inc., a consulting company; and Charles H. Everill, senior vice president, marketing of Harte-Hanks Communications Inc.

Entertainment at the Tuesday evening ANPA Dinner/Dance will be provided by Noel Talarico and his orchestra and comedian Jean Lapointe.

The featured speaker for the **Wednesday** General Session, which begins with breakfast, will be Blumenthal. His topic will be "The Bipartisan Budget Appeal—Solving the Deficit Dilemma."

Three other speakers also will address the General Session: James D. Atwater, dean of the School of Journalism at the University of Missouri, "Journalism Education—Where Do We Go From Here?"; James D. Robinson III, chairman of the board and chief executive officer of American Express Co., "London Summit: An Agenda for Economic Action"; and Rosa-

Notice of Annual Meeting of the Members of ANPA, Incorporated

Notice is hereby given by the Secretary of the Association, Robert G. Marbut, that the Annual Meeting of the American Newspaper Publishers Association, Incorporated, a corporation organized under the laws of the Commonwealth of Virginia, will be held at the Montreal Convention Centre, Montreal, Canada, in Congress Hall 202 A & B, on Tuesday, May 1, 1984, at 11:20 a.m. for the purpose of electing Officers and Directors, and to transact such business as may properly come before the membership.

beth M. Kanter, professor of psychology and of organization and management at Yale University's School of Management and chairman of the board of Goodmeasure Inc., "Change Masters—What They Do Differently."

Four 90-minute concurrent clinics will conclude the morning program:

- "Future Profits or Future Shock"—Panelists George D. Hutchison, director of finance and administrative services of Pacific Press Ltd. of Vancouver, British Columbia, and president of the Institute of Newspaper Controllers and Finance Officers, and George J. Lister, executive vice president and general manager of The Times Leader in Wilkes-Barre, Pa.
- "Communications—A Two-Way Street"—moderator Darrow Tully, publisher of The Arizona Republic and The Phoenix Gazette and chairman of the ANPA Labor and Personnel Relations Committee; panelists Eldon A. Case, employee relations director of Phoenix Newspapers Inc.; Don C. Becker, president of Detroit Free Press Inc.; James D. Boswell, vice president employee and public relations of the Los Angeles Times; and Gerri W. Cordle, employee relations director of The Orlando (Fla.) Sentinel.
- "Employee Complaints—Cases We Won/Cases We Lost"—moderator John B. Jaske, vice president/labor relations and assistant general counsel of Gannett Co. Inc.; panelists Wendell J. Van Lare, director of labor relations of Gannett, and William E. Madison, manager of personnel of the General Services Division of Xerox Corp.
- "The Creative Brain—How Known Brain Functions Can Be Applied to Unlock Creativity, Approach Business Problems and Achieve New Understanding"—Ned Herrmann, chairman of The Whole Brain Corp.

The ANPA Annual Luncheon will feature an address by Prime Minister Trudeau.

The afternoon General Session will be a panel discussion on "How Politicians Use the Press." Moderator will be UPI President William J. Small. Panelists will be Jack W. Germond of The Baltimore Sun, Allan Fotheringham of Southam News Service, Robert S. Boyd of the Washington Bureau of Knight-Ridder Newspapers Inc., Canadian Sen. D. Keith Davey, and political consultants David L. Garth and Lyn Nofziger, former White House political advisor to President Reagan. ☐

Association mission, goals restated

The ANPA Board of Directors has readopted the Association's mission statement and slightly reworded the implementing objectives. The mission and objectives are part of the strategic-planning process instituted in 1982 [**presstime**, March 1982, p. 57].

"The committees, staff and members will use those objectives as guidelines for planning the Association's priorities, activities and budget for 1985," said ANPA Executive Vice President Jerry W. Friedheim. "Members who have suggestions for action projects to support any of the objectives may submit those to any of the Association's officers."

The ANPA's mission as stated by the Board is: "To advance the cause of a free press, and to ensure that it has the economic strength essential to serve the American people."

The long range objectives for carrying out the mission are:

- "To enhance the worldwide ability of newspapers to cover, transmit and publish the news freely and fairly
- "To represent the newspaper business in dealings with the government, the courts and others
- "To assist newspapers in enhancing their operating effectiveness
- "To widely disseminate information to and about the newspaper business
- "To strengthen ANPA's service to newspapers in cooperation with other organizations representing all facets of the business."

ANPA International Representative Dan C. Biondi (left) and ANPA Telecommunications Committee Chairman Donald F. Wright of the Los Angeles Times admire a plaque awarded to Biondi in recognition of his 14 years of service to the Association. ANPA Executive Vice President Jerry W. Friedheim praised Biondi for his invaluable guidance on difficult international concerns. He said Paris-based Biondi has decided to reduce his work schedule somewhat, but he still will be available as a consultant to ANPA and to assist newspaper executives on international matters.

The strategic-planning schedule for meeting these objectives in 1985 has the following 1984 due dates:

- May 7—Committees and staff make general recommendations for possible new/amended strategies and actions for 1985 and forward them to the Executive Committee.
- June 11—Executive Committee reviews/ranks strategy and action recommendations and forwards them to the Board, committees and staff.
- Aug. 6—Committees and staff complete detailed strategies, actions, timetables and 1985 cost estimates.
- Aug. 29—Executive Committee receives/reviews/ranks the above and makes recommendations to the Board.
- Sept. 12—Board reviews, amends/approves the Executive Committee's recommendations and forwards them to committees and staff for reaction.
- Nov. 5—Staff completes 1985 draft budget based on the above.
- Nov. 13—Executive Committee reviews draft budget and recommends to the Board.
- Dec. 5—Board reviews/amends/adopts 1985 budget. ☐

What to do in Montreal

BY BILL BANTEY

Svelte, sophisticated, stylish and just a little bit cheeky—that's Montreal, the city which has made the parodox an art form. It offers the newest of *nouvelle cuisine* in the oldest of old quarters—*Vieux Montréal*—dating to the 1600s. In winter, its denizens—both male and female—are swathed in exquisite home-grown furs which the sprawling underground city makes superfluous. There's the clean, efficient Metro subway and the romantic *caleche,* or horse-drawn carriage. Avant-garde French theatre and Molière—in English as well as French. The *Orchestre symphonique de Montréal,* the Ballets Jazz and *Les Grands Ballets Canadiens.* Striking street murals by amateur artists and works by Rembrandt and Rubens in the fine arts museum.

Getting to know Montreal, the second largest French-speaking city in the world, is as easy as *un, deux, trois.* Don't anticipate a cold shoulder as you might in Paris. The *Québécois* is a particularly warm individual who will be genuinely pleased to welcome you.

And don't be deterred from trying out your rusty high school French on Montrealers. Most of the people you are likely to meet will be fairly bilingual, anyway. They are delighted by Americans who make an effort to speak French and won't be insulted by a linguistic mix-up or an Anglicism because their French often wouldn't make the *Académie Française* either.

For those who like to know what they are getting themselves into, here is some general information about Montreal:

Weather. Spring is frankly glorious in Montreal. The weather is mild, hardly more chilly than temperatures in the Northeastern United States. Still, a raincoat and umbrella would prove useful.

Money. Because the Canadian dollar is pegged at around 80 cents of its U.S. counterpart, U.S. currency stretches at least 20-percent further than it does at home. Bring lots; you'll find much to spend it on.

Great buys include:

- *Furs*—Originating with the trappers of the Hudson's Bay Co. in the 17th century, the Montreal fur trade produces stunning garments at highly competitive prices. Particularly fantastic buys are Canada Majestic mink, Canadian red and silver fox, Canadian long-haired beaver, lynx, and Labrador otter. McComber, Labelle, Reid and Desjardins are a few of the city's famed retailers.
- *Inuit (Eskimo) sculpture and prints*—Crafted in green or grey tones of soapstone as well as whalebone, these carvings are magnificent examples of indigenous art. (But note that whalebone may not be taken into the United States.) Depicting family groups, hunting parties, animal, human or fantasy figures, such sculptures have skyrocketed in value over the years. So have the fascinating graphics.
- *Clothing*—A warning: many a Montrealer can make the smartest-attired southern neighbor feel dowdy. True designer-wear—designer labels worn on the outside of clothing were never big here—abounds. Creations by some Montreal *couturiers* such as Lily Simon, John Warden, Leo Chevalier, Michel Robichaud and Jean-Claude Poitras are among the most celebrated. Montrealers often dress with idiosyncratic style and flair which makes people-watching from the vantage point of a sidewalk cafe (of which there are many) or even a seat in the Metro an eye-opening experience.

Sidewalk cafes abound on *Rue Saint-Denis* in the East End.

You'll probably catch the shopping bug. The cure is painless. Just take a stroll over to Holt Renfrew—the Canadian equivalent of Bergdorf Goodman—or to Eaton, Simpson or The Bay department stores. Hundreds of boutiques also dot the cityscape, displaying everything from the kinkiest of punk fashions to the most elegant Yves Saint-Laurent creations.

For flower fans. By spring, not only have the city's parks shed their winter mantle of snow or slush, but flowers are blooming everywhere.

If you like flowers, visit the *Jardin Botanique,* said to be the world's third most beautiful garden. Its 180 acres contain 25,000 species of plant life with 1,200 varieties of orchids alone.

Also of interest to blossom aficionados is *Ile Notre-Dame,* site of the 1980 *Floralies internationales*—the first world horticultural exhibition ever staged in North America. Incidentally, *Ile Notre-Dame*—a man-made island built for Montreal's world exposition Expo 67—is also the home of its annual successor, Man and His World.

The arts. There are some 75 private art galleries in Montreal. Many are close to the Montreal Museum of Fine Arts. The latter is Canada's oldest art museum and contains a fine collection of Western art from antiquity to the present. Canadian and Quebec works are particularly well-represented. The *Musée d'art contemporain* specializes in works created since 1940.

Bantey, a former newsman, is public relations consultant for the city of Montreal.

Montreal is also the home of the *Orchestre symphonique de Montreal*, whose conductor, Swiss-born Charles Dutoit, has done much to give the orchestra world class. In the process, he has become something of a cult figure among Montrealers.

The orchestre and *Les Grands Ballets Canadiens* perform at *Place des Arts*, the city's performing arts centre.

Jazz greats—Oscar Peterson is a Montrealer—appear regularly in various jazz clubs around the city.

Dinner-theater fever has hit Montreal, and there are now several spots offering sumptuous dining followed by a theatrical presentation, either in French or English.

French theatre thrives. On any given evening, one may choose from among French translations of English hits, classical French repertory, modern Quebec works (perhaps you've heard Michel Tremblay is a Montrealer), various English-language theatre and road company productions of Broadway musicals.

English-French dichotomy. East is East and West is West and never the twain shall meet—except in Montreal where what have been dubbed the "two solitudes" have worked, lived together and intermarried for hundreds of years.

Nevertheless, the East End of Montreal is viewed as French, perhaps a few rungs down on the social ladder and livelier, while the West End of Montreal is regarded as the bastion of the "anglophone" and tends to be more staid and at times wealthier.

However, such distinctions are not cut-and-dried. Take, for example, the two entertainment districts. Crescent Street in the West End offers a swinging sort of nightlife with restaurants, bars and shops in the Greenwich Village fashion of converted townhouses. *Rue Saint-Denis* in the East End is the French counterpart, located in the heart of Montreal's Latin Quarter. It, too, is bursting with restaurants, bars, sidewalk cafes and boutiques. The differences between the two are more of degree—and language. Perhaps a political activist would feel more at home on *Rue Saint-Denis* while an up-and-coming professional would party on Crescent.

Underground city. Montreal began the trend towards the underground city when designers studied Leonardo da Vinci's subterranean concept. The city below began in the 1960s at *Place Ville-Marie*, the city's business core. There are now more than six miles of underground pedestrian pathways lined with stores, restaurants and bars linking major business and hotel complexes.

The Metro, Montreal's clean, efficient and quiet subway, glides on rubber wheels to more than 70 stations, each featuring one or more works of art.

Nature's beauty. Montreal is an island, surrounded on three sides by the St. Lawrence River and by the *Riviere-des-Prairies* on the fourth. The city is at the heart of the St. Lawrence Seaway, the navigable waterway stretching 1,000 miles to the east and 1,300 miles to the west. Designed by Frederick Law Olmsted, who also planned New York City's Central Park, Mount Royal Park covers the mountain just behind the city center, providing an immense oasis of tranquility close to the bustling heart of town. Views from there of the St. Lawrence and the city are breathtaking.

The clean, efficient Metro provides intra-city mobility.

Vieux Montreal. In the mid '60s, the city administration and a number of private corporations began restoration work on the city's historic quarter and the site of the first settlement in 1642. The area is known for its quaint, cobblestone streets, gourmet restaurants, boutiques, sidewalk cafes, and bistros. Notre-Dame Basilica in *Vieux Montreal* is one of the most beautiful churches in North America. It has three magnificent stained-glass windows and houses one of the largest organs ever built by Casavant.

Lodging. Hotels range from the business-like Queen Elizabeth to the French-owned *Meridien*, from the elegant Four Seasons to the trendy little *Hôtel de la Montagne* and old-monied Ritz-Carlton. There are a number of others for the smaller pocketbook as well. Many are linked to Montreal's underground network.

Dining. There are scores of first-rate restaurants in Montreal. Several could be considered truly great. French cuisine, of course, reigns supreme. Such establishments as *Les Chenets*, *Les Halles*, The Beaver Club and *Restaurant Rene Varaud* are posh and sophisticated. Ethnic cooking from China (Montreal has an interesting Chinatown), Germany, Japan, Greece, Spain, Italy, Hungary, India, Columbia, Austria, Argentina and other countries is available. There is also authentic French-Canadian fare—*tourtiere* (meat pie), or *feves au lard* (pork and beans), washed down with *caribou*, a mixture of red wine and pure alcohol.

Ambiance is the watchword in Montreal's restaurants. From a tiny candlelit establishment in *Vieux Montréal* to the noontime mob scene at Schwartz's Hebrew Delicatessen, eating in Montreal is not only a delight for the palate but also in terms of atmosphere.

Spring is a particularly fine season to visit Montreal. The city has had ample time to pull itself out of its winter doldrums, don its most colorful attire and rehearse its most impressive events. Besides, baseball fans, it's Montreal Expo time. Don't miss it, either. □

ANPA *Calendar*

APRIL

ANPA Training Committee meeting
Hyatt Regency, Long Beach, Calif., April 5

ANPA/Texas Daily Newspaper Association Supervisory Development Workshop
Sheraton-Dallas Hotel and Towers, April 6-7

ANPA/International Circulation Managers Association/Newspaper Personnel Relations Association Managing People in the Circulation Department Seminar
Sheraton-Dallas Hotel and Towers, April 9-11

ANPA Offset Press and Plate Seminar
The Newspaper Center, Reston, Va., April 9-13

ANPA/American Bar Association Task Force meeting
Loews L'Enfant Plaza, Washington, D.C., April 11-12

ANPA Press/Bar Relations Committee meeting
The Washington Post Co., Washington, D.C., April 12

ANPA/ABA/ASNE Libel Law Under the Constitution Seminar
Loews L'Enfant Plaza, Washington, D.C., April 13

ANPA Board of Directors meeting
Bonaventure Hotel, Montreal, April 28

ANPA Foundation Board of Trustees meeting
Bonaventure Hotel, Montreal, April 28

ANPA Foundation/AEJMC Cooperative Committee on Journalism Education meeting
Hyatt Regency Montreal, April 28

ANPA Labor and Personnel Relations Committee meeting
Bonaventure Hotel, Montreal, April 29

ANPA Annual Convention
Montreal Convention Centre, April 30-May 2

ANPA Management Introduction to Newspaper Technology Seminar
The Newspaper Center, Reston, Va., April 30-May 4

MAY

ANPA presstime Advisory Committee meeting
Montreal Convention Centre, May 1

ANPA Board of Directors meeting
Montreal Convention Centre, May 2

ANPA Foundation Board of Trustees meeting
Montreal Convention Centre, May 2

ANPA Offset Press and Plate Seminar
The Newspaper Center, Reston, Va., May 14-18

ANPA/ASNE/APME Leadership in the Newsroom workshop
Back Bay Hilton, Boston, May 21-23

JUNE

ANPA Labor and New Technology Seminar
Georgia World Congress Center, Atlanta, June 8-9

ANPA Operations Management Conference & Exposition
Georgia World Congress Center, Atlanta, June 9-13

ANPA Executive Committee meeting
Hyatt Regency Atlanta, June 11

ANPA/NPRA Newspaper Training Conference
San Antonio Marriott, June 14-16.

ANPA Color Separation Techniques for Newspaper Reproduction Seminar
The Newspaper Center, Reston, Va., June 25-29

ANPA Foundation/Oregon Newspaper Publishers Association Northwest Literacy Symposium
Portland Hilton, June 29-30

JULY

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va., July 9-13

ANPA Management Introduction to Technical Operations Seminar
The Newspaper Center, Reston, Va., July 23-27

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Letters

Newsprint and the Common Market

I read the article "New Common Market quotas could affect prices here" that appeared in the February issue of **presstime**. I was somewhat bemused by the approach and the conclusion, particularly in view of the thrust of the author's conversation with me as he prepared his material.

What is characterized as a "tiff" is, in reality, an international trade dispute of substance inasmuch as the European Community has broken a GATT-bound trade agreement. Principle is involved, and a settlement will ultimately be reached through bilateral discussions between Canada and the Community, or through the use of more formal GATT procedures.

At issue, as far as European newspaper publishers are concerned, is whether they will have free access to newsprint from all supply sources. This is a matter of importance to publishers everywhere, and I am astonished that such a fundamental point was overlooked. Relating a possible unsatisfactory resolution of the issues to the price of newsprint in the United States seemed to me, at least, to be a strained linkage of circumstances.

Howard Hart, president
Canadian Pulp and Paper Association
Montreal

Is it outmoded?

I read your views on the fairness doctrine (Chairman's Corner, March), and wanted to share a thought.

The fairness doctrine may not be as outmoded as the statistics suggest. It might well contribute to a containment of what some call a "bandwagon approach" perhaps inherent in today's national media.

Robert Paddock, Jr.
Paddock Publications Inc.
Arlington Heights, Ill.

Comments on the new format

I like the new format for **presstime**. The changes are very effective.

P. Cameron DeVore Esq.
Davis, Wright, Todd, Riese & Jones
Seattle, Wash.

Sincere congratulations . . . in developing the impressive new format of "**presstime**".

It is a noteworthy improvement.

Howard J. Brown
Publisher
Kenosha News
Kenosha, Wis.

Just a note to congratulate you and your associates on the new format of **presstime**. Excellent presentation and very readable!

Alan S. Donnahoe
Vice chairman, chief executive officer
Media General
Richmond, Va.

Your new **presstime** feel and look is just right, even better than the excellent previous issues. Reads well from top of page, through the body type and into the captions and artwork. That Novarese does focus the eyes, yet somehow, not on itself!

Presstime earns our thanks and congratulations for this latest evolution, as well as for the steady improvement in usefulness and pertinence of **presstime** over the past five years. It is must reading for me and a frequent pass-along or copy to key managers.

Stephen W. Ryder
Vice president
Ottaway Newspapers Inc.
Medford, Ore.

Belatedly, I'd like to congratulate you for the changes in **presstime** body typeface.

The new face is much more readable. Your readers thank you.

Now, about that headline face . . . !!!

Gene McDavid
Vice president, operations
Houston Chronicle

We subscribe to **presstime** and I just received the current, revised version of the magazine and just want to let you know that it looks great and is much easier to read etc.

Margit Rubins, librarian
Marketing research
Los Angeles Times

Newspapers thanked by New Zealander for courtesies

Editor's note: This letter was received by the Public Affairs Department of ANPA. Because the contents will be of interest to many **presstime** *readers, the letter is being published here.*

I am writing to you to thank the American newspaper executives for the kindness and generosity they have blessed me with over the last few months.

I love reading newspapers; journalists are my gods. Here in New Zealand, overseas newspapers are unobtainable, so to do something about it I searched in our local public library, got some addresses of U.S. newspapers explaining to them my predicament, my love of papers, etc. Your circulation managers and directors were absolutely marvelous, their thoughtfulness and kindness made me shake my head in wonder. They sent me everything from Sunday editions, to morning and evening editions, TV supplements, Parade and Southwest magazines. The Dallas Times Herald gave me a month's free subscription. I got copies of the New York Times, Miami Herald, Albuquerque Journal, Tulsa World, Corpus Christi Caller-Times, Denver Post, Los Angeles Times, Kansas City Star, San Antonio News, Knickerbocker News, Detroit Free Press, Sacramento Union, San Diego Tribune and Pasadena Star-News.

I'm still shaking my head in wonder. (So are my friends.) Your newspapers are pure masterpieces, your editorial pages superb—these pages are good guides to sensible thinking—your news items are written in an easy-to-read, free-flowing style, the advertising displays are pure artistry.

Each paper I've had has been passed on to friends, relatives, neighbors and work colleagues, and everyone enjoyed them as much as I did.

I thought it's time I wrote to express a general sort of thanks to the great industry you represent.

I still want and cherish the "importance" of reading more American newspapers, but I'm getting a little afraid to write to any more American papers in case they might think I'm a scrounger.

My sincere heartfelt thanks to you all.

Eric Moutter
Supervisor, Toll Exchange
Chief Post Office
Palmerston North, New Zealand

"We bought Uniman 4/2 because we want to be the best daily paper we can be."

Gardner Pate,
General Manager and President
Stuart News

Uniman 4/2 is now "up and running," at The Stuart News, Scripps-Howard's rapidly growing, 26,000 circulation daily in Stuart, Florida. And it is achieving the improved print quality and productivity they expected.

"Sunday's edition used to require four to five press runs", stated Mr. Pate, "we now do it in two!"

UNIMAN 4/2 features ink fountains and direct plate dampening for high print quality and provides unique access within the arch for ease of maintenance.

M.A.N.-Roland's objective is to build and install the finest newspaper presses available. With Stuart now on-stream, the list of installations in North America is growing. UNIMAN 4/2, the affordable double-width offset press for growing newpapers who want the best. Take a look for yourself.

For a demonstration, or free brochure, write M.A.N.-Roland, Newspaper Press Division, 333 Cedar Avenue, Middlesex, N.J. 08846. Or call us at 201-469-6600.

UP AND RUNNING at The Stuart News

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